PH runs to UN to protest China's '9-dash line' Spratlys claim

PHILIPPINE DAILY INQUIRER
BALANCED NEWS, FEARLESS VIEWS





TV5 willing to back Willie

Network says hit game show to resume with new look and feel

TV5 SEES no reason to axe its controversial show host Willie Revillame who, network officials said, had been unfairly cast in the public eye as a child abuser.

Joker: SC decision terrible defeat for Cory

'Capiztaban' celebrates Manuel Roxas & his province



A PAGE FROM HISTORY

Rabusa sues 3 ex-AFP chiefs for plunder

Probing CIDG probers: They're found wanting



Firm charged for undervalued P1.1-B buffalo meat imports

WEATHER FORECAST

[illegible]

Second FrontPage



EZ2		
	21	2
	26	12
	32	18

SUERTRES			
	0	7	5
	2	3	2
	1	8	6

SIX DIGIT: 0 5 4 1 1 1

6 15 24 34 40 41 — P47,071,661.40

SUPERLOTTO 6/49: 1 7 18 20 27 47 — P30,383,357.60

LTO chief faces graft raps

IT provider Stradcom files case vs Torres for non-payment of ₱1B

THE BATTLE between Stradcom Corp. and Land Transportation Office (LTO) head Virginia Torres intensified yesterday, with the IT firm filing criminal charges against the latter for allegedly refusing to pay the P1 billion owed the former for services rendered.

[illegible]

Defying DOTC

[illegible]

Takeover attempt

[illegible]

No comment

[illegible]

Enrile wants Merci's trial over within 2011

OMBUDSMAN [illegible]



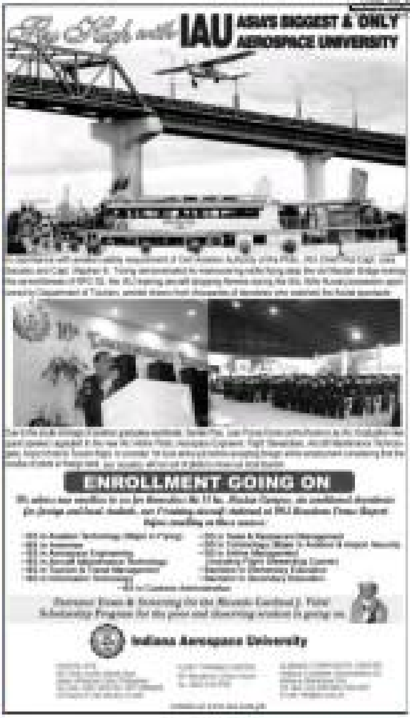
Metrobank
ABENSON
Abenson
Gear Up!
Promo
FREE adidas gym bag with your 0% installment purchase of at least P25,000 at Abenson.
LCD TVs
ABENSON EXCLUSIVE
0%
NEW
P3,249.92
SONY
P2,408.33
SAMSUNG
P2,333.25
SONY
P7,150
SAMSUNG
ELECTRONICS
P3,083.25
acer
P3,082.50
DELL
P2,825
SAMSUNG
P1,999.17
LG
P1,665
Pioneer
GADGETS
P4,658.33
Canon
P7,491.67
Canon
P2,329.17
Canon
P1,982.50
SAMSUNG
Galaxy Tab P1000
P1,904.16
NOKIA
HOME APPLIANCES
P4,149.67
Panasonic
P4,916.33
LG
P5,416.50
Panasonic
P5,249.66
SAMSUNG
P2,149.58
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W. Visayas wage board says conditions rife for pay hike

By Philip C. Tubeza

[illegible]





A6

Cops on full alert for Holy Week

By Dona Z. Pazzibugan

THE PHILIPPINE National Police (PNP) went on a nationwide full alert yesterday ahead of next week's observance of Holy Week for Filipino Catholics.

Police personnel are tasked to ensure public safety when hundreds of thousands make the trip to the provinces and congregate in churches during the Lenten season.

"Security personnel are likewise directed to ensure alertness and vigilance in intelligence-gathering against threats of terrorism and criminality especially during the observance of Holy Week proper," PNP spokesperson Chief Supt. Agrimero Cruz said.

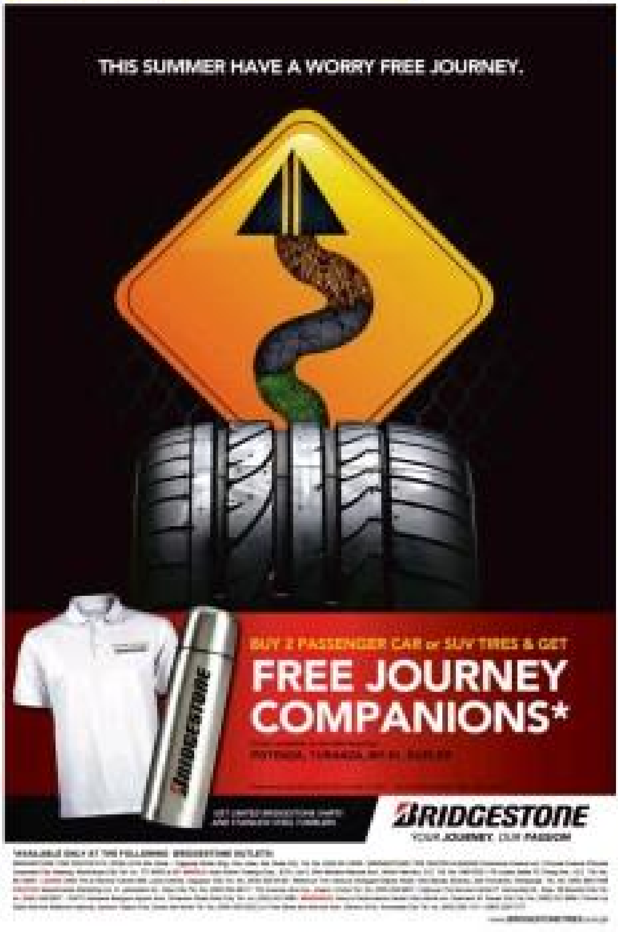
He said police forces would particularly be visible in "all bus terminals, seaports and airports and places of convergence and other installations critical to national security."

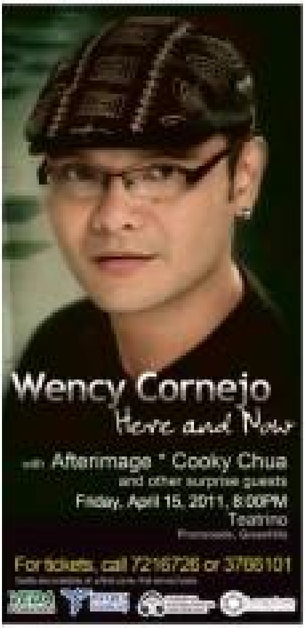
The National Capital Region Police Office (NCRPO) went on the highest alert a day earlier on Wednesday.

NCRPO chief Director Nicanor Bartolome said some 5,000 policemen as well as 360 force multipliers and motorized and mobile operations will be deployed.









Palace still has 2 aces up its sleeves

Fuel cards alone to cost ₱10.7M

THE DAILY GOSPEL

THE EXORCIST

Priest in ancient battle with demons

Comfortable life

Good vs evil

AFP

Fertilizer scam case: 'Too little, too late'



P-Noy offers to give prosecutors shooting lessons

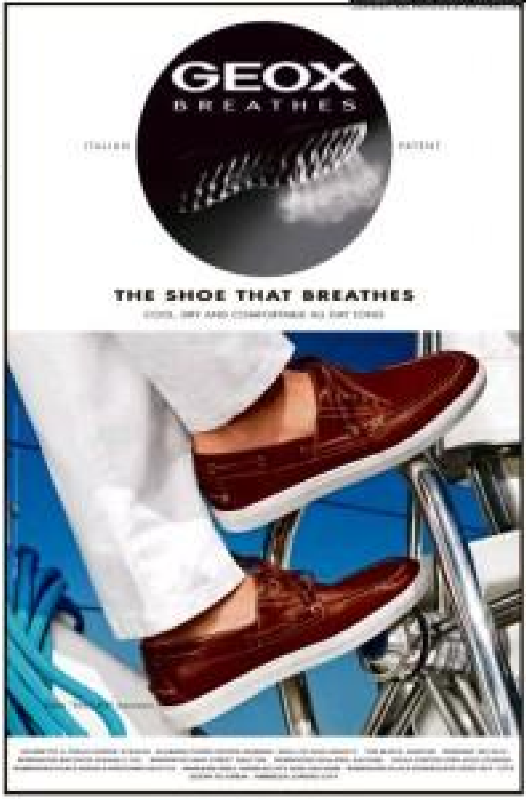


Sandigan clears former general of faking birth date



Correction


Water Systems
by
Do you still pay P35 for 5 gallons of water?


GEOX
BREATHES
ITALIAN
PATENT
THE SHOE THAT BREATHES


GET HIGH
ON ADVENTURES
AT LOW FARES!
₱598
Manila to Bacolod
Manila to Tacloban
₱998
Manila to Cagayan de Oro
airphil
express

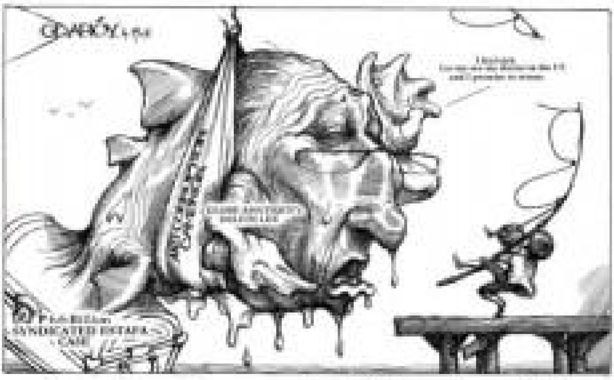

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PHILIPPINE DAILY INQUIRER
OPINION

Oily

EDITORIAL

SINCE ABOUT the time President Aquino took his oath of office, pump prices of both diesel and unleaded gasoline have jumped up by some P12 per liter. [illegible]



Stretching the meaning of 'fringe benefits'

AS I SEE IT

Neal H. Cruz

[illegible]

McDonald's chickens out on CBCP

PASSION FOR REASON

Raul C. Pangalangan

[illegible]

Day of betrayal in Congress

ANALYSIS



Amando Doronila

Graduation blooms

PINOY KASI



Michael L. Tan

The worst airport

AT LARGE



Rina Jimenez-David

Isang Bansa, Isang Diwa?

LOOKING BACK



Ambeth R. Ocampo

LETTERS

Yes, even war heroes can turn into heels

QC greening itself, calls for public cooperation

Credit Merci for recovery of $152,000

Firm charged for undervalued ₱1.1-B buffalo meat imports

₱41M tax deficiency

Frivolous, baseless





Probing CIDG probers: They're found wanting

SWAT retraining

Unacceptable

Reinforcement



Prize for accused in Silay slays now ₱500,000



Bicol students offered summer jobs: ₱230 a day

Mayors vow fight on cities not over





CITY OF SAN FERNANDO—The League of Cities of the Philippines (LCP) is preparing to file another motion for reconsideration to challenge the latest resolution of the Supreme Court affirming the constitutionality of laws that converted 16 towns into cities.

No copy of decision

> "If we can't obtain justice from the Supreme Court, we will go where justice is available. It is clear that the applicants [for cityhood] were not qualified and yet they passed the scrutiny of the court. It is clear the decision violates the Constitution ..."

'Where do we turn to?'

Three requirements

To impeachment



From A Mine To A Forest

Mother Nature Gives Us The Minerals, We Give Her Back A Forest

(It's the truth that some self-appointed groups don't want you to see)









Mine rehabilitation is contained in the Mining Act of 1995.

It's part of Sustainable Development. It's part of our *Best Practice*. The work starts by re-contouring, backfilling and leveling the land. Then we provide top soil to deliver a fertile ground for planting. Following the "Sequential Planting Method", we first plant fast growing species called Pioneer Species such as Batino, *Acacia mangium*, *Acacia auriculiformis* and others– all grown and nurtured in our nursery.

These species provide vegetative cover within 3 years to enable the planting of "Climax Species" like *Apitong*, *Ipil*, *Narra*, *Almaciga*, *Agoho*, *Kamagong* and others which need tree shade to grow. They form the core of the new forest stands.

Native fruit bearing trees are also planted to provide a source of food for wild animals that will eventually populate the forest.

To ensure the survival of all these trees we have a forestry team. Composed mostly of indigenous people from the surrounding areas, the team conducts a maintenance program like watering during summer, ring weeding, cultivation around seedlings, application of compost and other related activities. The work of the team has achieved a survival rate of 90% for the trees.

The end result is a sustainably managed forest far better than the stunted vegetation there before, because of the mineralized nature of the soil.

"In the arena of human life, the honors and rewards fall to those who show their good qualities in action"

The industry and government recognize Rio Tuba Nickel Mining as a leader in responsible mining. Through the years we have received many Safety awards from the Philippine Mine Safety and Environment Association and the Department of Environment and Natural Resources. In the area of environmental and socio-economic performance, we have also received numerous Presidential Mineral Industry Environmental Awards (PMIEA), the highest given for exemplary performance in those fields. **The most recent was in 2010 when we received the Platinum award.**



Responsible Leadership. Responsible Mining.

RIO TUBA NICKEL MINING CORPORATION

Chamber of Mines of the Philippines

Game Changer: DIWA Takes Lead in Education with Innovative ICT Integration Strategies





Sectors find ways to improve use of ICT in education during BBFI's Technology Forum on e-Learning

How Does Superior Learning Happen?



Diwa eTextbooks

Digital Classroom Magazines: the iconic Bato Balani and Salaguinto in digital format



Genyo Online Learning Management System

Diwa Learning Town

E-Learning Training for Educators (ELITE)

Let Superior Learning Happen!

Rabusa sues 3 ex-AFP chiefs for plunder


CIMATU AND ABU


VILLANUEVA


RABUSA

Other respondents

Slush fund

100-percent cooperation

No questions asked

'Intriguing allotee'

War with Moro rebels

Joker blasts Supreme Court decision: Terrible defeat for Cory

'Letdown for Cory'

Clearest picture

'Distortion of history'

Enrile backs Danding

Dead issue

PH runs to UN to protest China's '9-dash line' Spratlys claim

Integral part

PH vessel harassed

Closer to PH land

Open to discussion

Well-measured settlement

TV5 willing to back Willie



'Abridged and spliced'

4 inquiries, overkill

Tickets to better life

Dreams come true

'Capiztahan' celebrates Manuel Roxas, his home province





Rich history

Seafood capital

First of cousins

Tops in academics

Romancing Jovita Fuentes

Master strategist

'Lamp for my footsteps'

NFA chief says we eat too much rice, draws flak

[illegible]

Leave 'unli' alone

[illegible]


SPEED BOOST
PACQUIAO VS. MOSLEY LIVE STREAMING
NO COMMERCIAL BREAKS
HOLLYWOOD MOVIES COMING SOON
POUND FOR POUND, THE BEST THING TO HAPPEN TO VIDEO STREAMING FROM PLDT.
watchpad
BIG TICKET
ULTIMATE ONLINE VIEWING EXPERIENCE
Introducing BIG TICKET, a PLDT myDSL innovation that boosts your Watchpad with an additional speed so you can heighten your online viewing experience. It makes Internet faster in local sites like Yahoo, Sulit and Facebook. All for just P150 a month, conveniently charged to your landline bill. Because when entertainment's better than it's ever been, it's awesome.
PACQUIAO MOSLEY
Subscribe to Big Ticket from April 12 to May 5 to watch the Pacquiao-Mosley fight for free. It's also free if you're a Plan 1995 and 3000 subscriber or if you upgrade your myDSL plan. Register now at www.pldtwatchpad.com. An email will be sent to you to confirm your subscription.
Big Ticket is exclusive to Watchpad users. If you're not yet on Watchpad, register at
www.pldtwatchpad.com
Register to Watchpad and enjoy all of its regular channels for free.
HISTORY
Only PLDT myDSL's Triple Play Service can give you unlimited broadband + landline + Watchpad. Subscribe now at
www.myworldmydsl.com
PLDT myDSL

Aplus METRO

Did you know

[illegible]



24-hour command posts to help motorists on Skyway for Holy Week

By [illegible]

THE [illegible] [illegible]

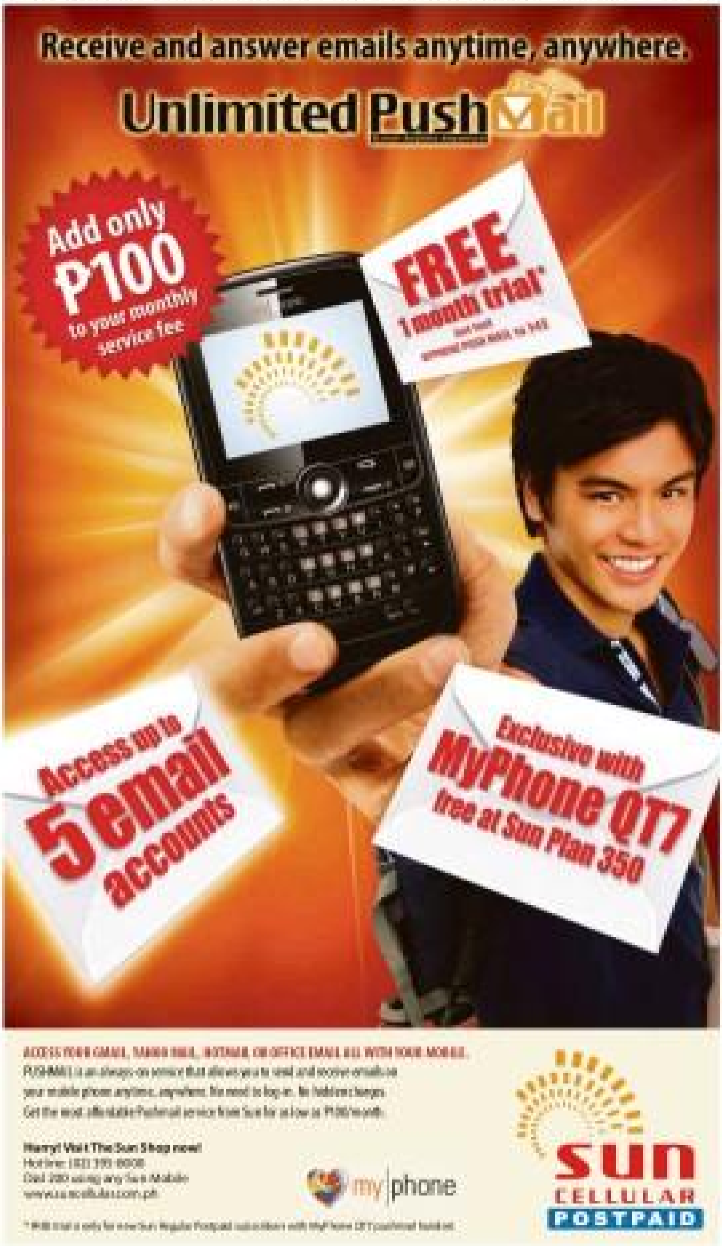
[illegible]

NCRPO sacks 70 cops in Metro

By [illegible]

SEVENTY policemen accused of various offenses in Metro Manila are facing dismissal proceedings, according to the National Capital Region Police Office.

[illegible]



DOH tags dengue 'hot spots' in Pasig, Valenzuela

By Philip C. Tubeza

[illegible]

Low-cost houses coming up for Payatas residents

[illegible]

LTO to ground buses unfit for travel for Easter break

[illegible]

24-hour ...

[illegible]

MetroBriefs

Couple lose P5M in jewelry to con gang

[illegible]

Livelihood, technology for senior citizens

[illegible]

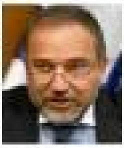
Syria uprising broadens

Women, children, students join protest

AP



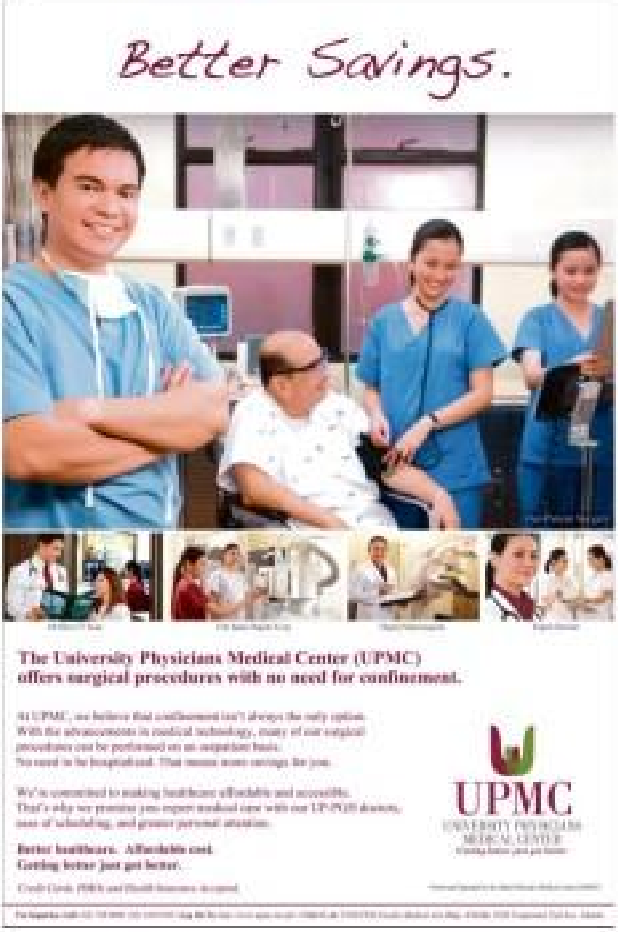
Israeli FM faces indictment


LIEBERMAN

New York Times News Service

ENSAYO GYM EQUIPMENT salutes "SUPER LOLA"!
Even Ozamiz City for her mind boggling Power Lifting feats!





The WORLD

Allies to give Gadhafi money to rebels

DOHA, Qatar—Nato, Arab and African ministers agreed on Wednesday "to work urgently" with the Libyan rebel leadership to set up a mechanism by which some frozen assets belonging to Moammar Gadhafi and his family might be transferred to the rebel cause.

Nuke samurai: Japan workers fight on despite radiation limit

US air controller asleep as jet landed

WORLDBRIEFS

I. Coast president: Strongman will face charges

Indonesian sues Citibank over husband's death

Czech president to be sent thousands of pens

Inmate not content with 10 years off sentence

Pucay matches Schwartzel's 73

SPORTS

Bulls earn homecourt edge vs Pacers

TNT, Gilas out to justify billing

Texters face Express, Nationals duel Kings as PBA semifinals get going



All set for 2011 Le Tour de Filip

TEAM COMPOSITION







inas

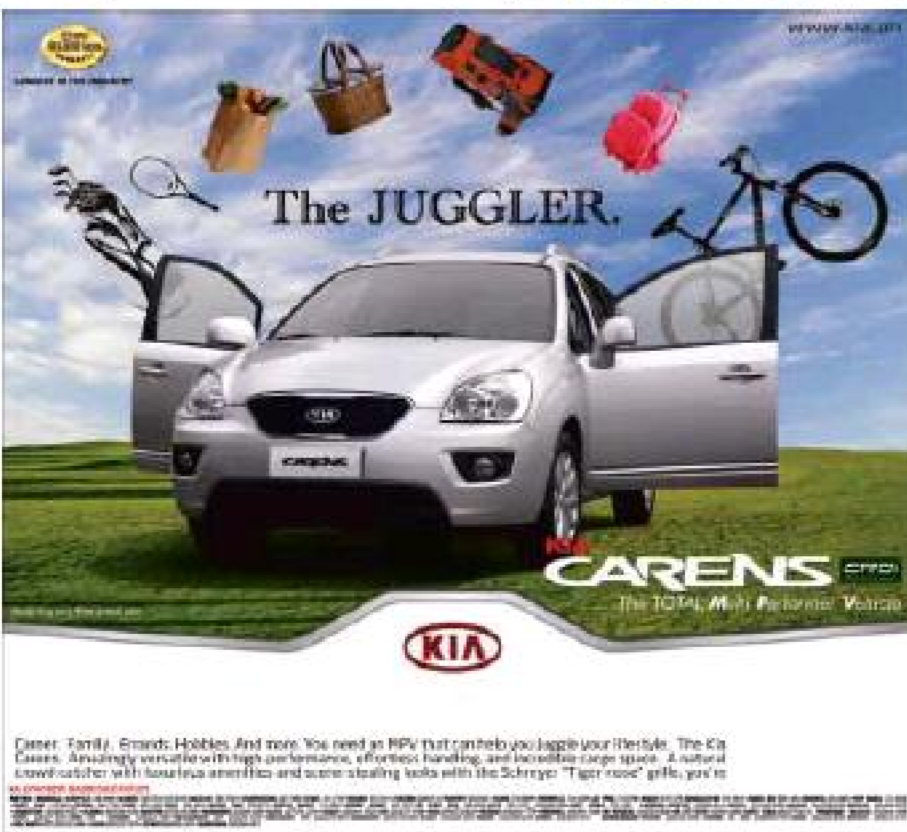




McCann still the rider to beat

Le Tour De Filipinas Major Presenter

Kia to Hold Public Test Drives with International Bike Tourney



Arbitrator to rule on Donaire-Arum dispute

It's official: Azkals playing at Rizal Stadium

SPORTS

Lingganay stars as Sumos score; Elite prevail

By Jasmine W. Payo

Wang way ahead; Ikeda leads by 7

By Mounty R. Carolio



BLACK WHITEPS

Huge int'l deals up for Pacquiao

Letran duels UP; UE debuts under Codiñera

By Jasmine W. Payo



SHAKEY'S V-LEAGUE

Ateneo, Perpetual gain QF

By Jasmine W. Payo

C. Visayas bags Prisaa crown

RACING TIPS

BY TOP CHOICE

SPORTSWATCH

Pasay's 'Trobadr' derby today

BUSINESS



Ayala Land eyes dev't deal for Intramuros, FTI

Property firm hopes to work out more tourism-oriented projects

PROPERTY GIANT Ayala Land Inc. (ALI) is interested in the redevelopment of the five-hectare "Walled City" of Intramuros in Manila, which the Department of Tourism wants to offer for public-private partnership.

INDICATORS

PESO-DOLLAR RATE

43.230



Share prices close up

IN THIS ISSUE

Policymakers urged to deal with regional issues



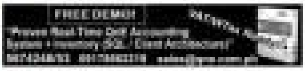




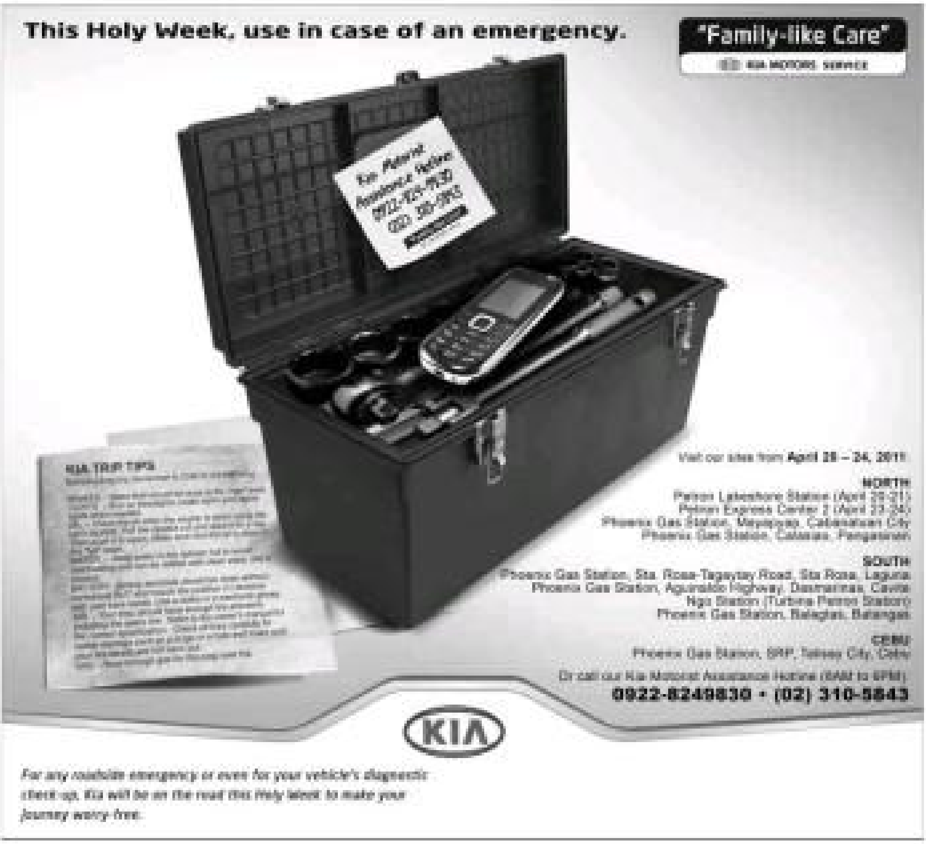
Policymakers urged to deal

Ayala Land eyes dev't deal

Share prices







Assemblers seek alternative suppliers for vehicle parts



Nu Skin Philippines Marks 13th Year by Unlocking its Star Potential







PH blue chips included in regional exchange

Speedier Asean economic union seen

[illegible]

IP-Converge buys data storage firm

[illegible]

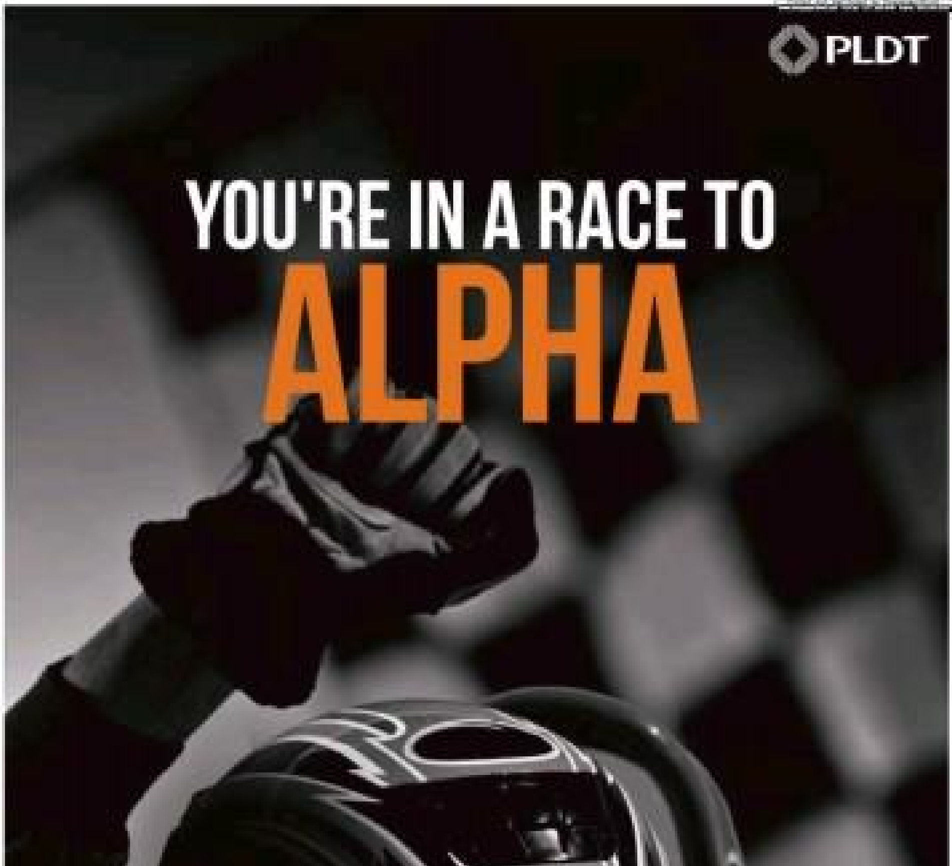
Claim chowder

BREAKTIME



Conrado R. Banal III

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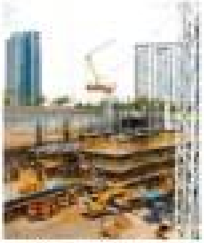

PLDT
YOU'RE IN A RACE TO
ALPHA



Arya Residences: Construction in full swing

Enlisting triple A general contractor DATEM, construction progress nears ground level

Rising Investment. Arya Residences' first tower is set to be delivered in the first quarter of 2014 with on-track construction progress. The market's keen interest in green buildings enables this prime boutique development to reap higher yield.



Bigger Commitment. Over 50,000 cubic meters of soil excavated and 3,500 cubic meters of concrete poured. ArthaLand's commitment to deliver is strengthened with the significant construction milestone.

ArthaLand boosts investor confidence with the full swing construction of its flagship project, Arya Residences. This top-end boutique green development is rising in the country's most dynamic CBD, Bonifacio Global City. Project construction is ahead of schedule with the structural works of Tower 1 five-level basement nearing ground floor. This solidifies the Company's commitment to deliver the project's first tower by the first quarter of 2014.

ArthaLand provides a future-proof development by employing world class design, construction and sustainability measures in Arya Residences.

In addition to DATEM, ArthaLand also enlists a strong roster of technical experts in its project team. With its goal of Gold certification from the USGBC Leadership in Energy and Environmental Design (LEED®) program, compliance with eco-conscious construction practices is being strictly monitored by accredited professionals and evaluators.

Quality Assurance. Globally recognized LEED standards require compliance to strict construction measures. A strong roster of technical experts, together with DATEM, ensure quality from the ground up. To date, work on the project has reached as much as 120,000 safe manhours.



BUSINESS



Palace picks Accra lawyer for SEC

New BCDA president, key CDC officials also appointed

Net 'hot money' inflow hit $245M in March



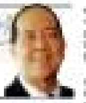




Retirement blues

Corporate Securities Info

Raul J. Palabrica



Mandatory

Authority

Adjustment

Net ...

PHILIPPINE STOCK EXCHANGE

CURRENCIES

'Open skies' draft IRR skirts reciprocity rule

By Paolo G. Montecillo

RESPONDING CALLS made by the country's top carriers, the government said it would allow foreign airlines to fly to the Philippines under the new "open skies" policy even if it would not be reciprocated by the home countries of these airlines.

While it is still a priority, reciprocity of air rights the local carriers will not be a requirement in allowing foreign airlines to mount more flights to the Philippines, the new implementing rules and regulations (IRR) for Executive Order No. 29 showed.

Signed earlier this year, EO 29 liberalizes the air rights regime in the country.

Under the new rules, foreign carriers that wish to mount flights to the Philippines may apply for new air rights that are over and above existing Air Service Agreements, which are bilateral deals that impose specific limits on the number of flights between two countries.

This is meant to allow more foreigners to travel to the Philippines, and in the process, help develop the country's tourism sector and boost economic activity in the Philippines.

Airports in Metro Manila are also covered by the "open skies" order.

A condition in the new rules states that, "Such inclusion shall include the reciprocal grant to Philippine carriers of equivalent traffic rights" for the respective home countries of foreign airlines.

"The board reserves the right to revoke, suspend or restrict operations hereby granted in the event that the state of registry of the foreign carrier... failed to extend equal opportunity to Philippine carriers," the rules made by the Civil Aeronautics Board (CAB) said.

"(But) the board may continue to allow operations of traffic rights... if the board deems that it promotes national interest and mutual benefits," it added.

Earlier, local carriers Cebu Pacific and Philippine Airlines (PAL) called on the government to protect the country's air travel industry by making sure that local carriers get the same air rights that foreign airlines will get.

However, business groups have said the fate of local carriers should not be the government's concern, noting that liberalizing air rights would bring in much needed investments in to the country and increase competition in the industry.

Retirement's ...

From page B1

PRA has arranged an open supplemental retirement briefing to be held at 1:30 p.m. today at the PRA office, Citibank Tower, 29th Floor, Valero St., Makati.

Friendly foreign faces, our government and the private sector should work closely together on retirement. The promise for jobs in the retirement industry for the Filipinos' children will then become a reality.

(The author is chair of Agrosearch and former secretary for presidential flagship programs and projects. For inquiries, e-mail agrosearch_phil@yahoo.com or telefax (02) 8022132)

MWC ...

From page B12

such as the development of new water sources, sewer and wastewater coverage expansion, and network reliability improvements.

Manila Water improved its operational efficiency, with its water losses now down to an all-time low of 11 percent. This allowed the company to manage water supply effectively and maintain 24/7 water services to its customers.



REPUBLIC OF THE PHILIPPINES
SECURITIES & EXCHANGE COMMISSION

IN THE MATTER OF THE AYALA CORPORATION
Registrant

REGISTRATION OF SECURITIES

NOTICE

[illegible]

BOARD OF DIRECTORS

Name	Position
[illegible]	[illegible]

AYALA GROUP MANAGEMENT COMMITTEE MEMBERS/SENIOR LEADERSHIP TEAM

Name	Position
[illegible]	[illegible]

[illegible]



AN OPEN LETTER TO THE PRESIDENT

Sa Minamahal at Ginagalang naming Pangulo ng Pilipinas,

Kami po ay mga Empleyado at Depositors ng Banco Filipino at nakikiisa po sa layunin ninyo na maging matapat, marangal at mabuting mga mamamayan.

Nito pong mga nakaraan araw, kami ay biglaang nakadanas ng matinding dagok nang ipag-utos ng Monetary Board ng Bangko Sentral ng Pilipinas na ipasara ang Banco Filipino sa kadahilanang insolvent daw ito.

Bilang mga Empleyado at Depositors ng Banco Filipino kami po ay humihiling ng konti ninyong panahon na sanay mapansin din po ang aming panig at kalagayan sa isyung ito.

Nasabi po ninyo sa inyong unang speech bilang Presidente ng Pilipinas na katulad ng mamamayan ng bansang ito, kayo din po ay nakaramdam ng pamahalaang bulag at bingi, na kayo rin po ay nakaramdam na pagkaitan ng hustiya, na mabalewa ng mga taong pinagkakatiwalaan at inatasang maging tagapagtanggol. Naitanong din po ninyo na saan ba nakasulat na kailangan puro pagtitiis ang tadhana ng Pilipino?

Ang hindi makatarungang biglaang pagpapasara po sa Banco Fiipino ay nagdala sa bawat isa sa amin, sampu ng aming mga pamilya, sa napakahirap na sitwasyon na mawalan hindi lamang ng ikabubuhay kundi pati mga pinag-ipunan sa matagal na panahon. Mahal na Pangulo, karamihan po sa amin ay sa Banco Filipino lang po umaasa at dahil sa sitwasyon na aming pinagdaraanan sa kasalukuyan, andyan ang agam-agam ng kung merun pang maihahain sa hapag-kainan sa mga susunod na araw at saan kukunin ang ipang-mamatrikula ng aming mga anak pagdating ng pasukan. Marami po sa amin ang halos buong buhay na ang ibinuhos at buong kabuhayan na ang inilagak sa Banco Filipino, ngayon ay nawala ang lahat ng pinagpaguran namin sa mahabang panahon sa kisap mata lamang. Hindi po biro ang hirap ng loob na pinagdaraanan namin sa bawat araw at dasal po namin na sana ay wala ng tumulad sa isang depositor na hindi nakayanan ang hirap ng kalooban at nagpasyang kitilin ang sariling buhay.

Nauunawaan po namin na pinagkakatiwalaan ninyo ang mga kinatawan ninyo sa gobyerno na ipatutupad ang mga mandato ninyo ng isang mabuting gobyerno, ngunit sana ay masusi rin ang pag-analisa natin sa mga sitwasyon, kasama na ang mga naganap sa nakaraan. Magugunita po na hindi ito ang unang ilegal na pagpapasara sa Banco Filipino. Ganito rin ang ginawa ng Central Bank noong 1985 at bunsod sa suporta ng pamamahala ng inyong namayapang ina na si Pang. Corazon Aquino nabigyan ng hustisya ang bangko at muling napabuksan. Sa parte ng mga empleyado, pang-labing pitong taon na po naming muling pinagsisilbihan ang mga depositors ng Banco Filipino at sa buong pagkakataong iyon matapat po ang relasyon na pinangalagaan namin sa kanila dahil alam namin na maayos ang pagpapatakbo sa Banco Filipino at ito ay hindi insolvent. Hindi po kami isang "Legacy Group" na nanlinlang ng mga depositor, unang-una dahil may kinatawan ang BSP sa loob ng Banco Filipino na sumusuri sa araw-araw na transaksiyon ng bangko at kabahagi sa lahat ng desisyon ng mataas na kapulungan ng bangko. Sa parte ng mga depositor, buong tiwala rin ang binigay sa bangko dahil na rin sa nagtiwala sila na habang may kinatawan ng BSP sa loob ng Banco Filipino may proteksyon silang maaasahan.

Pinagkalooban na kami ng hustisya ng batas ngunit patuloy itong binabalewala ng BSP. Nagsalita na rin ang isang kinatawan ng Monetary Board ng BSP sa pagpapasara sa BF ay "illegal, irregular, anomalous (and in some cases scandalous)." Nawa'y mapagnilay-nilayan natin ang mga kaganapang ito. Hindi po namin kinakalaban ang kabuuan ng Bangko Sentral ng Pilipinas, itinataguyod lamang po namin ang hustiya sa laban sa nararamdaman naming pang-aabuso sa kanilang mga kapangyarihan.

Dapat po ba kaming pagkaitan ng hustiya, mawalan ng trabaho, mawalan ng deposito sa kadahilang ito ang ginusto ng ilan na kung masusing titingnan ay kabahagi ng unang pagsasara ng Banco Filipino at pilit gumagawa ng paraan para ito mapabagsak? Sapat na po bang dahilan na sila ang nasa katungkulan? Ang malaki po ba ay dapat patuloy na idinidiin ang maliit kapag hindi nasunod ang kagustuhan nila?

Nasabi din po ninyo na *"We will level the playing field for investors and make government an enabler, not hindrance, to business."* Idinagdag pa po ninyo na sa ganitong paraan lamang natin mapupunuan ang kakulangan ng trabaho para sa ating mga mamamayan. Mahal na Pangulo, inalisan na po nila kami ng trabaho. Maidadagdag pa po kami sa kababayan nating OFW nawalan ng trabaho dahil sa kaguluhan sa ibang bansa. At kami pong mga depositors, paano na rin namin mapapanitili ang aming mga negosyo na nagbibigay trabaho sa mga Pilipino.

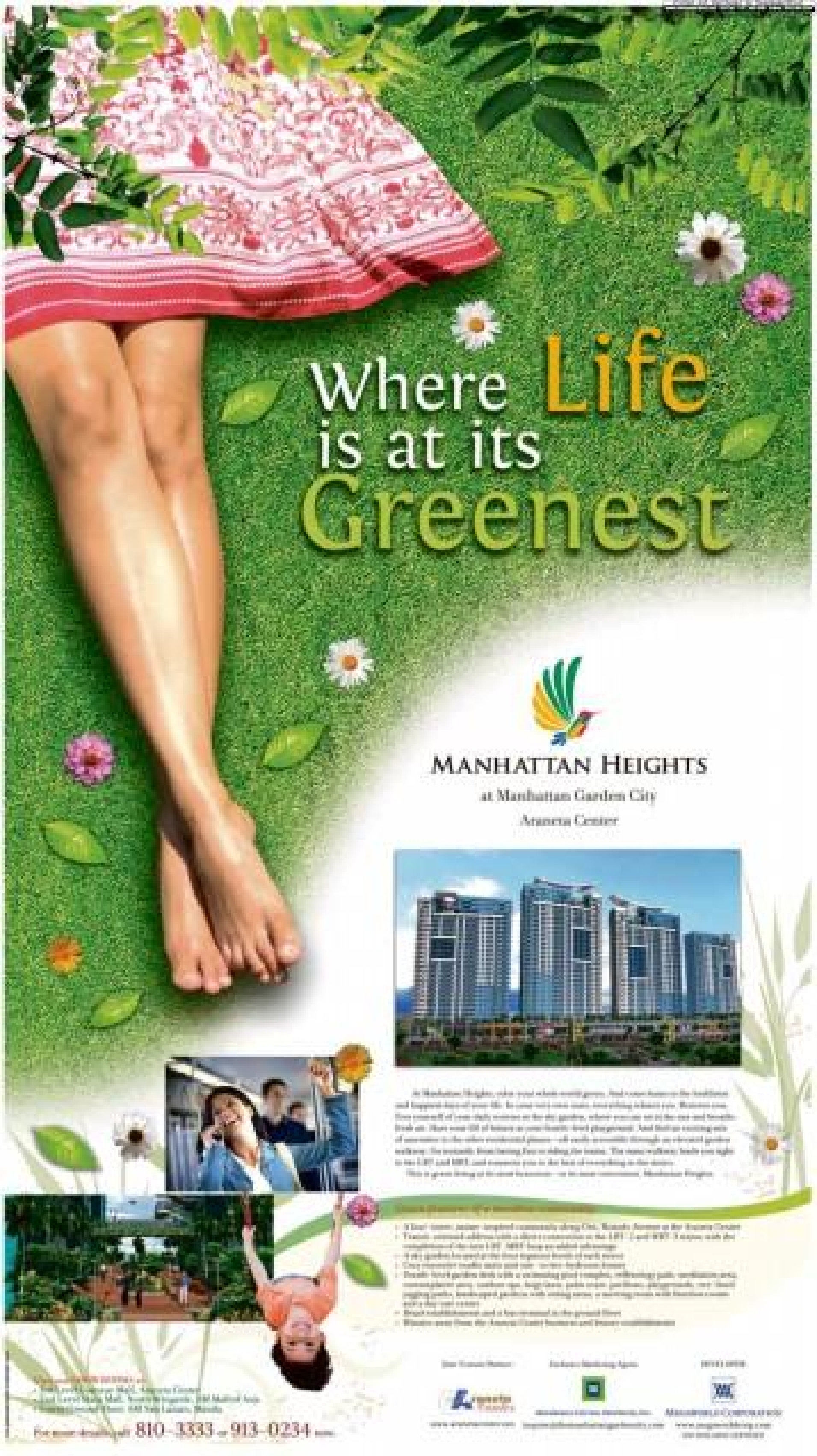
Sabi po ninyo walang lamangan, walang padrino at walang pagnanakaw. Mahal na Pangulo, umaasa po kami muli ninyong pag-isipan ang sitwasyon na ito na ginusto ng iilang nasa posisyon para matakasan ang responsibilidad sa isang dating ina-grabyado kahit pa man ito ay umipit sa mga inosenteng Empleyado sa bangko lang umaasa at mga depositor na naipitan ng pinaghirapang ipon. Nanalangin kami na patutunayan ninyong "you will level the playing field".

Marami pong salamat sa inyong oras at patuloy po ninyong asahan ang aming tapat na pagsuporta sa inyong hangaring Pilipinas Tungo sa Matuwid na Landas.

Pagpalain po nawa tayong lahat ng Poong Maykapal.

Lubos na Gumagalang,

Banco Filipino Employees and Depositors


Where Life
is at its
Greenest
MANHATTAN HEIGHTS
at Manhattan Garden City
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Business





MWC earmarks P10B for projects in 2011



Retirement's friendly foreign forces

COMMENTARY

Retirement

More jobs

Foreign friends

BUSINESS *Friday*

E-mail: business@inquirer.com.ph
Website: www.inquirer.net/business
Business Features Editor
Margie Quimpo-Espino



Banapple turns out to be bankable

By Princess Daisy C. Dimaya

WHO WOULD have thought that a pastry shop would generate so much buzz over blogs and social networking sites?

But for the fans of the popular pies and cheesecake shop Banapple, it wasn't quite surprising.

Banapple has been making a name for itself since the first shop opened in Katipunan in 2007. Though the place was small, it managed to accommodate customers flocking to it on most hours of the day. GJ Jimenez, owner of Banapple, admits though that, at first, most of their customers were friends or relatives who would bring in people to the shop. These people, in turn, came back with more friends, until news of the delectable treats spread by word of mouth.

It was in 2008 when GJ started to bring in the office apple crumble pies that his wife, Marisol would bake. The couple would also bring in more baked products during parties so people could sample their products. Their efforts paid off as friends and office mates started to place orders for their pies and cheesecakes.

Back then, only a few cake shops carry cheesecake on their menu, so demand for the product was overwhelming.

Seeing a potentially lucrative activity, GJ started knocking on cafes' and restaurants' doors to offer their products.

"Whenever we dine in restaurants and food establishments, I ask for the manager so that I can schedule a food sampling and eventually start a business relationship with them. Once they approve of the taste, we start delivering to them on a regular basis," he says.

Most of these business partners are popular cafes and restaurants in Metro Manila.

With orders rising steadily, he decided to resign from his job in 2004 and concentrate on their business. They converted a part of their residence into a production area and invested their savings in more baking equipment and a pickup truck.

In 2006, their products were featured on a local morning program. The show featured a demonstration of Marisol baking pies in their residence. By the end of the segment, their

BANAPPLE B2-1


THE AYALA Triangle Gardens branch is always filled with young professionals.


ASIAN crostini salad


DARK chocolate Ilustrata cheesecake


BANAPPLE Tea in Katipunan


THE BESTSELLING Banoffee









Still setting trends, Redbox redefines karaoke scene

Sustaining a first mover's competitive advantage

Marketing Rx — Ned Roberto & Andy Roberto

Overcoming work maladies

Philippine middle class seen on the wane

Singapore event aims to be the last word in security



Banapple turns out ...

Merging of skills

Non-traditional advertising

Franchising Banapple

BUSINESS *Friday*



Philippine middle class seen on the wane



Class D income households surged to 64% in 2010

AAP to Celebrate *80th* Anniversary Next Month

With the theme "80 Years of Serving the Motoring Public," the Automobile Association Philippines will celebrate its 80th anniversary with a Concours d'Elegance, an exhibit of the most prized collector cars on May 8 followed by the annual general membership meeting and the Philippine Motorsport Awards Night on May 9.

The events will be held at the Philippine Trade Training Center (PTTC) at the corner of Roxas Boulevard and Buendia Avenue in Pasay City.

[illegible]

untimely death in 2005, Augusto "Gus" C. Lagman, then the vice president, took over and continues to serve as AAP president to this day. Lagman gained the distinction of being the first Filipino to be elected in the FIA World Council for Automobile Mobility and Tourism as Asia-Pacific vice president, one of seven vice presidents in the FIA. He was also reelected to the position of vice president for FIA Region II at the annual FIA Conference Week that was held in Kuala Lumpur last March.

In the last few years, AAP has expanded its Emergency Roadside Service to include the North Luzon Expressway (NLEX), the Skyway and ground level expressway from Magallanes to Alabang and the Subic-Clark-Tarlac Expressway (SCTEx). AAP offers ambulance service, discounts on tires, batteries and car insurance, LTO registration assistance, free glass etching. For more information on AAP membership services and discounts, go to www.aap.org.ph

AUTOMOBILE ASSOCIATION PHILIPPINES

AAP

80

Eighty years of serving the motoring public

80th Anniversary and General Membership Meeting

May 9, 2011
1:00-5:00 PM
Philippine Trade Training Center
Pasay City

100 Governments Support UN Decade of Action for Road Safety

www.aap.org.ph



Multi-sectoral workshop finalizes the Road Safety Action Plan 2011-2020

AAP distributes helmets to school children in Davao City













Ford's 10 Tips for a Smarter and Safer Drive this Summer



Ford Focus Limited Edition: April Drive One Win One promo launched at MIAS

For the month of April, Ford introduces the Drive One Win One promo at MIAS. Buy any Ford vehicle on April 7-30 and get a chance to win a Ford Focus 2.0L Limited Edition.

[illegible]

AAP Director opens the International School of Sustainable Tourism

The National Auto Club
www.aap.org.ph



AAP Director and ISST president Mina Gabor welcomes the guests

Automobile Association Philippines (AAP) Director and former Tourism Secretary Mina Gabor opened the ASEAN's first International School of Sustainable Tourism (ISST) in Subic Bay Freeport on March 23, 2011. Housed in the building that was used as a theater during Subic's US Navy days, the ISST aims to increase the rural tourism projects in local communities by offering various tourism courses.

The school's inauguration was attended by AAP Vice President Johnny Angeles, AAP director Jacinto Mantaring, Philippine Exports officials, and other representatives of the public and private sectors. Gracing the opening ceremony as guests of honor were former President Fidel V. Ramos, Tourism Secretary Alberto Lim, Labor Secretary Rosalinda Baldoz, Central Luzon Tourism Director Ronaldo Tiotuico, Zambales Governor Hermogenes Ebdane Jr., Olongapo City First Lady Anne Gordon, Subic Bay Metropolitan Authority (SBMA) chairman Feliciano Salonga and SBMA administrator Armand Arreza. Among the international guests were Florida State University Associate Professor Dr. David Cardenas and TRINVEST Managing Director Gregory Duffel.

In his welcoming remarks, SBMA Administrator Arreza said that despite Subic's mandate to develop the area as an industrial and commercial center, SBMA will take great care to preserve the environment of the Subic Bay Freeport. "The one thing that we don't want is to be transformed to be wonderful environment that we all enjoy here in Subic", Arreza said.

In his keynote address, Ramos stated that ISST should serve as a platform for the government and the private sector to position the country as a hub for sustainable tourism. Ramos also pointed out that developing sustainability could be the key to ensuring an adequate supply of quality tourism products and services without harming the natural environment as well as our country's cultural assets.

According to ISST president Gabor, the school would start giving courses in the next few days with resource speakers and lecturers who are local and international experts in different fields of tourism such as Eco Tourism Planning and Development, General Tourism Planning, Development and Management for Tourism Service Officers of LGUs, Tourism Marketing and Promotions, Ecolodge Planning and Development, Green Guides and Storytelling, Eco Tourism Design, and Eco-Entrepreneurship.

Aside from tourism subjects, a Road Safety course will also be offered by ISST as part of its joint effort with AAP to promote road discipline. Gabor, who chairs the AAP Tourism Committee, said that the course will be launched in September this year. AAP Vice President Angeles will be invited to assist the school in constructing the course as well as to teach one of the Road Safety training sessions. Classes will be held at the AAP Hall which was also inaugurated that day by Mantaring and Angeles together with SBMA Chair Salonga and Olongapo First Lady Gordon.

Aside from the AAP Hall, other sections of ISST such as the Pacific Asia Travel Association (PATA) Hall, Dr. Rolando Science Center, ASEAN Knowledge Center, Pickens Theater, United Nations World Tourism Organization (UNWTO) Hall, AHPAGE Shop, SBMA Hall and Harbour House were also inaugurated and blessed. The program ended with the unveiling of the ISST marker by Lim, Ramos, Salonga and Gabor in the presence of the school's partners, benefactors and advisory board representatives.



SBMA chairman Feliciano Salonga, DOT Secretary Alberto Lim, AAP Treasurer Jacinto Mantaring, AAP Vice President Johnny Angeles and Olongapo First Lady Anne Gordon inside the AAP Hall.



DOT Secretary Alberto Lim, former President Fidel Ramos and SBMA Chairman Feliciano Salonga lead the unveiling of the ISST marker



Making Motoring Fun:
Time for Action on Road Safety

The National Auto Club
www.aap.org.ph



By Gus Lagman/AAP President

The Automobile Association Philippines (AAP), along with its partners from the public and private sectors, is preparing for the worldwide launch of the United Nations Decade of Action for Road Safety 2011-2020 on May 11, 2011. The United Nations resolution initiated by the Federation Internationale de l'Automobile (FIA) Foundation calls for a united effort from 100 countries to reduce road deaths and injuries by 50 percent around the world by the year 2020.

Its key objectives are to draw attention to the Decade and more generally to the impact of the global road safety crisis and the prospects for prevention, and to provide an opportunity for governments, international agencies, civil society organizations, the private sector and other stakeholders to announce their respective plans for the Decade.

At the global level, a 24-hour "continuum" of events will begin in the East and travel to the West across a one-day period. In each of the world's 24 time zones, one or several countries will take the lead in organizing a high-profile media-oriented event. It is hoped that heads of state, officials and celebrities from various sectors of society will show their commitment to scaling up road safety efforts. Selected national events will be broadcast by Internet time zone by time zone, with a certain number of the events being broadcast live. Ideally, every country of the world, many international agencies, civil society organizations, the private sector and others will mark the occasion of the global launch to officially announce their national or local plans for the Decade to the public.

In the Philippines, the Philippine Global Road Safety Partnership (PGRSP), which I chair, will lead the launch by conducting a series of activities right after AAP celebrates its 80th Anniversary on May 8 and 9. The PGRSP, a multi-sectoral, non-stock, non-profit civic organization, was formed in April 2009 solely in the public interest for public awareness and in support of road safety initiatives and programs of its members.

A day before the launching, AAP will distribute 250 Protec safety helmets to children in [illegible] who ride motorcycles with their parents going to and from school. The event will complete the Philippine implementation by AAP of the Global Helmet Vaccine Initiative of the FIA Foundation, the Asia Injury Prevention Foundation and the Asian Development Bank which aims to help children develop a lifetime habit of wearing helmets whenever they ride motorcycles. It was launched in May 2010 when Hollywood movie actress Michelle Yeoh, now the Make Roads Safe Global Ambassador of the FIA Foundation, arrived in Manila to assist AAP in the distribution of helmets to schoolchildren from various Metro Manila public elementary schools. A few months later, AAP went to San Fernando, La Union, and [illegible] City to distribute 200 more helmets to schoolchildren in each of these locations.

On May 11, AAP, the PGRSP which includes the Departments of Transportation and Communications (DOTC), Public Works and Highways (DPWH), Health (DOH), Chamber of Automotive Manufacturers of the Philippines, Inc. (CAMPI), Ford Group Philippines, PLDT-Smart Foundation, Truck Manufacturers Association (TMA), Tollways Association of the Philippines (TAP), Independent Philippine Petroleum Companies Association (IPPCA), [illegible], and Pilipinas Shell plus leaders of the private business sector and civil society will call in a pledge their support to the Decade of Action. Tags bearing the West, Believe, [illegible] slogan of the Decade of Action will be distributed after the pledging ceremony. People are encouraged to wear the yellow diamond-shaped tag as a sign of their support for the Decade of Action, and their personal commitment to be safe on the road.

On the same day, the H2O project (Helmets and Headlights On always) promoting the use of helmets and headlights by motorcyclists on the road will be kicked off. Moreover, AAP plans to distribute free DVD copies of the public safety drivers training course that AAP with the Land Transportation Franchising and Regulatory Board (LTFRB) and the University of the Philippines National Center for Transportation Studies has been conducting.

The launching will start with an event hosted by the Asian Development Bank (ADB) in the morning of May 11. Representatives from different organizations will be invited. This will be followed by guesting in several TV programs, varied activities in the afternoon to be conducted by individual members of the PGRSP and will end with a concert at the Quezon Memorial Circle.

Through the Decade of Action for Road Safety, AAP is looking forward to fewer families losing a relative or a friend in a road crash. With more than 3,000 people dying each day in road crashes, the time to act has come to make our roads safe and save more lives not only for us today, but also for future generations.

AAP to honor top race drivers of 2010

The Automobile Association Philippines (AAP) will recognize the country's outstanding drivers in six motorsport disciplines and 13 class champions during the 16th Annual Motorsport Awards slated May 9, 2011 at the Philippine Trade Training Center in Pasay City. Coinciding with the national auto club's 80th Anniversary, AAP will also present special awards to considerable racers and its people for their excellent performance and dedication to Philippine Motorsport.

The Hall of Fame Awardees are Dante Silverio and the late Eddie Mercado who was active for many years in auto racing. Mercado was one of the karting, drag racing, circuit and slalom pioneers, winning the championship in those disciplines.

A Plaque of Appreciation will be given to Ford Group Philippines and the Covenant Car Company Inc. for their valuable support of the Philippine Production Car Championship (PPCC) Series. The late race driver Kookie Ramirez will be honored with a Plaque of Recognition for his perfect passion toward genuine support of Philippine motorsport.

AAP will also award the Class champions of the 2010 National Karting series, 2010 Asian Karting Open Championship (AKOC) and class champions from the 2010 PPCC and PPCC series, both of which were organized and promoted by AAP.

AAP motorsport committee chair Mandy Eduque expressed his appreciation to all race organizers and competitors for work of a job well done in last year's races. "It was a safe and well organized racing season. Everyone went all the way to be more competitive, making safety their number one concern and showing camaraderie in the sport," Eduque said. "Congratulations to each and everyone who made it to the top, the awardees of AAP for the 2010 season and to all who supported motorsport events this year."

AAP is the only organization in the country authorized to sanction four-wheel motorsport by the Federation Internationale de l'Automobile (FIA), the Paris-based body that governs four-wheel motorsport worldwide including Formula One and the World Rally Championship.

16th Annual Motorsports Awards awardees

2010 Driver of the Year

Touring	-	Jose Perry
Karting	-	Stefano Marcello
Drag	-	Anthony Go
Hillclimb	-	Carlos Anton
Slalom	-	Patrick Mendoza
AAP off-road	-	Harry Tsang

2010 PTCC and PPCC class champions

Class "C" / Overall Champion (PTCC)	-	Jose Perry
Class "C" (PPCC)	-	Dominic Uy
Novice / Overall Champion (PPCC)	-	Marlon Wong

2010 National karting class champions

Mini ROK	-	Antonio Sebastian Escalante
Yamaha Novice	-	Christian Gavol
Yamaha SL Expert	-	Jody Villalon
ROK Novice	-	Emmanuel Caldera
ROK Jr.	-	Rafael Ramos
ROK Sr.	-	Stefano Marcello
ROK Overall	-	Stefano Marcello

2010 Asian Karting Open Championship (AKOC)

Yamaha Jr.	-	Kayla Cancel
ROK Jr.	-	John Tristan Dollao

Hall of Fame recipients

Eddie Mercado
Dante Silverio

Plaque of Recognition

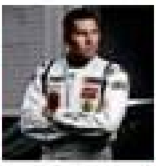
Kookie Ramirez

Plaque of Appreciation

Ford Group Philippines
The Covenant Car Company Inc.



2010 Driver of the Year for Touring-Jose Perry



Class "C" Overall Champion (PPCC)- Dominic Uy



Novice / Overall Champion (PPCC)-Marlon Wong



2010 Driver of the Year for Karting-Stefano Marcello



2010 Driver of the Year for Drag Racing-Anthony Go



2010 Driver of the Year for Hillclimb-Carlos Anton



2010 AKOC-Kayla Cancel



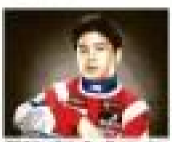
2010 National Karting Class Champion for Yamaha Novice-Christian Gavol



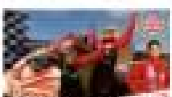
Hall of Fame Recipient-Eddie Mercado



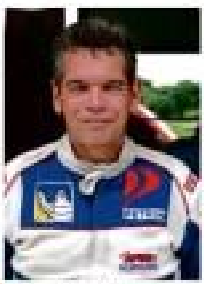
2010 Driver of the Year for Slalom-Patrick Mendoza



2010 National Karting Class Champion for ROK Novice-Emmanuel Caldera

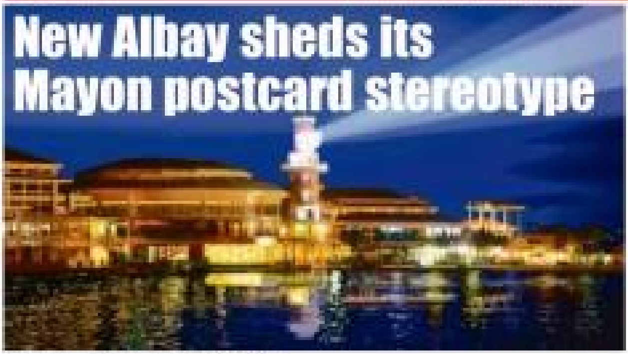


2010 National Karting Class Champion for Mini ROK-Antonio Sebastian Escalante



Kookie Ramirez

New Albay sheds its Mayon postcard stereotype





Night and Day

Magic coconut

Class act

The Philippines hosts the first Chrysler Regional Dealer Conference



JOURNEY ALONG THE GOLDEN RULE OF CAR CARE

"Do unto your car as you do unto yourself."

Your body is your investment and you should invest wisely in it. You should work hard but play harder. You need to exercise but rest is also important. You should eat the healthy, nutritious food and pamper yourself from time to time. Go have your check-up with a doctor. You may have heard these lines a thousand times. Personal and friendly advice on how to live a healthy life to the fullest.

And what about your car? To tell you the truth, your car may work twice as hard as you. It takes you to and fro places every day and even on long, out-of-town vacations. It carries your load. It protects your family. And in return, you regularly feed your car when the gas tank runs low. You give it the occasional car wash to keep it clean on the outside. However, unlike yourself, we don't treat our cars like it's a temple. For most people, it's just a car.



Your car. Your life.

Realizing that your car is actually an investment is the first step. Just as you invest in yourself by caring for your body, you should take diligence in caring for your car as well. Your car needs the proper nutrients like authentic engine oils, brake & transmission fluids. They also need some pampering like rotating the tires and cleaning the aircon. Check ups and tune ups are important, too, by changing the wipers and belts, replacing spark plugs and brake pads to ensure the health of your car. When you take care of your car, your car will take care of you. You get more mileage. You save more money from repairs and fuel costs. And you and your family, your passengers and the motorists who share the road are safer when your car is in top shape.

Take Car Care Measures Before Shifting To Vacation Mode

Before you go on vacation mode, it is also highly advisable to check if your car can take on long drives or stand high temperatures as you travel to your destinations. Here are some helpful tips you need to remember from Hyundai, your trusted partner in the care and maintenance of your four-wheeled investment.

- Keep fresh oil in the engine crank case.
- Replace your oil filter.
- Flush your coolant system regularly.
- Replace worn belts.
- Discard leaking water pumps.
- Replace damaged radiator hoses.
- Use new thermostats to avoid overheating.

The One Hyundai Value-Advantage



Avail of the Hyundai CAMP Preventive Maintenance Packages with your One Hyundai Club membership and earn points from these transactions through your HARI authorized dealer. Then, redeem the point for valuable, exclusive items from the Hyundai Brand Collection and/or the One Hyundai Lifestyle Rewards Basket.

This way, you do not just get to enjoy a stress-free journey this summer, you also enjoy the privileges of being a One Hyundai Club member.

Hyundai C.A.R.E.s as much as you do.

Cordial, Accurate, Reliable, and Efficient services by the certified Hyundai specialists to make sure that your car is in tip-top shape. They will start with a comprehensive 21-point check-up free of charge.

This is the kind of quality service you can expect and rely on from every Hyundai dealership. Because they are all one with you in ensuring that you have a safe and enjoyable drive with each regular visit.

You have our guarantee.

If your Hyundai was purchased recently from any one of Hyundai's authorized dealer, you are already guaranteed of trouble-free, hassle-free maintenance for your vehicle. Unlike other car companies with an ordinary 3 years service warranty, Hyundai offers a 5 Years New Vehicle Limited Warranty which assures car owners of trouble-free, hassle-free maintenance for their Hyundai in any of Hyundai's dealership around the country. Now, that's real nationwide coverage for your Hyundai.

5 YEARS WARRANTY

No worries. Be happy.

On your journey this summer, the best companion Hyundai can give you is confidence. When you follow the golden rule for your Hyundai, know that your car will safely take you and your family to your holiday destination.

100% Genuine



HYUNDAI New Thinking. New Possibilities.



Preventive maintenance is a family matter.

This summer, keep your holiday trips worry-free and your family safe by avoiding unnecessary breakdowns or accidents. Visit us at your nearest Hyundai dealer for maintenance check-up. Because at Hyundai, your family matters.

HYUNDAI'S CAMP
Check-up And Maintenance Promo

Avail of these special offers from April 4 to 30, 2011:

PACKAGE 1	PACKAGE 2	PACKAGE 3
Change Oil using Mineral Oil	Change Oil using Semi-Synthetic Oil	Change Oil using HGMO Fully Synthetic Oil

All Packages come FREE with Exterior Body Wash, Interior Vacuum Cleaning, Tire Black, and 21-Point Check-up

HYUNDAI PARTICIPATING DEALERS:

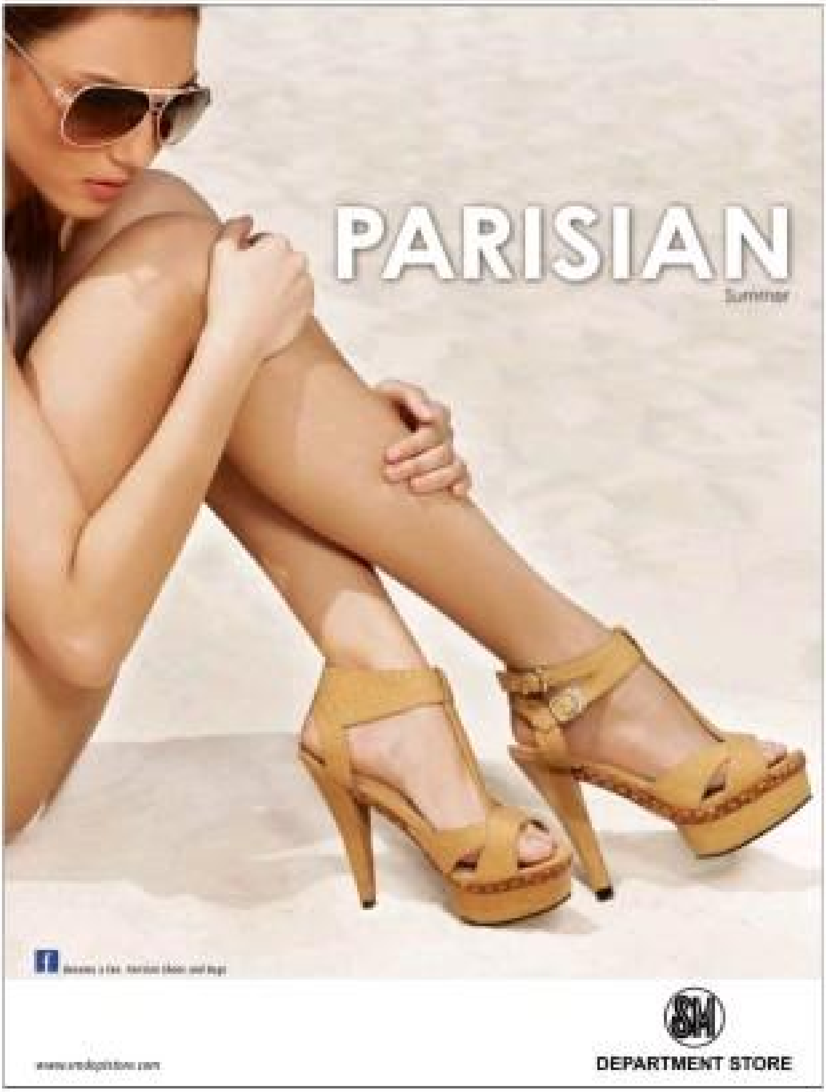
LIFESTYLE Fashion & Beauty



Hindy and Nicole do edgy, sexy fashion film



Two designers collaborate with director Paul Soriano on a dark, sexy four-minuter starring Solenn Heussaff and Anne Curtis





DIRECTOR Paul Soriano props up Anne for the next scene. Anne wears a [illegible] gown created by Hindy and a necklace by Nicole.



ACTRESS Solenn on the Victorian set designed by [illegible]

Hindy and Nicole do edgy fashion film

From page [illegible]

[illegible] one really knows how the narrative will play out just yet, or if indeed it is a love story. [illegible] only a glimpse of the [illegible] scenes on the old camera monitor. [illegible]

"You just have to watch the film," Soriano insists.

Power cast

The short fashion film involves celebrity actresses Solenn Heussaff and Anne Curtis as lead stars, with equally beautiful models and "cool-looking people," as Soriano's friends [illegible]

"It's like a party here, huh?" says Soriano, as a DJ spun cool tunes and cocktails were being served the whole time. [illegible]

Soriano has been directing for [illegible]

[illegible]



CREATIVE fashion duo Hindy and Nicole with lead stars Anne and Solenn



[illegible] shoes paired with Hindy's creations

[illegible]

Intriguing fashion film

[illegible]

"This is the thing I'm doing right now, for every collection, I do a video," she says.

[illegible]

The short fashion film is set to be released in May.



HINDY with [illegible] touching Anne's makeup



HAIRSTYLIST [illegible] and makeup artist [illegible] props up [illegible] for an "undead" cameo



[illegible] "undead" parts



[illegible] before the [illegible] scene



SOLENN in action

DESIGNER'S SPACE

WHERE THEY CREATE AND WORK

Chito de los Santos goes for 'Neo-Baroque and Asian contemporary'

By Alex Y. Vergara

'The challenge was to come up with a nuanced interior without allowing the place to look like a souvenir shop,' he says



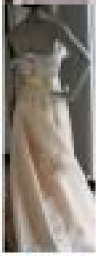
DESIGNER Luis "Chito" de los Santos at work

Bridal wear











HARD corners are tempered by muted lighting and real plants.





Color-scheming

Easter activities for the family

Exhibits in Yuchengco Museum

Courses on environment, gender and migration

Two generations talk about their smart lives

Two generations talk about smart lives back in the old days, a household that had the very black dial telephone was already considered very progressive as family members got to enjoy the benefits of voice communication.

Remember how it was when one member of the family monopolized the use of the phone leaving the others totally helpless? Dad in the office couldn't get through to talk to Mom. While elder brother in tantrums precisely because he couldn't call his office since her sister had been burning the lines talking to a bf?

Those were the days when revolutionary communications technology in the form of mobile phones has yet to arrive and influence the way we live.

Thinking about the past and the simple technologies people then had to contend with makes us appreciate today, where the cellular phone has become the most indispensable tool that connects people.

Within a short period, the mobile phone and other technologies it spawned have revolutionized the way we communicate and share information. The mobile phone empowered people by making them do more and share information easily. Because of the power to communicate, people have become experts at multitasking as well as organizing their personal and professional life.

Beyond calls and SMS, the mobile phone allows people to access the Internet right from their mobile devices as well as enjoy a host of applications that make them do both work and leisure anywhere



"I used to have a written diary but now I just blog because it's so much easier and you don't have to have photos printed for it because you can always just upload the soft copies."

Tricia Gosingtian, *blogger*



[illegible]

they may be.

With mobile phones lives and lifestyles have significantly changed for the better and the experience is emphasized more by a father and his daughter belonging to two separate generations.

Chairman of Mansmith and Fielders, Inc. Josiah Go and his daughter Tricia Gosingtian, a blogger, talk about the life changing technologies that rule their world today.

It used to be that business communication for Josiah, chairman and chief marketing strategist of Mansmith, a successful company involved in sales and marketing training, was conducted via Post Office mails, landline calls, and telex machines.

"I still remember sending snail mails, then using telex to my suppliers abroad every time we were to import some good for my international trading company then."

Josiah says he would use long distance calls (which were very expensive back then) if the matter was urgent. Telex was used for normal office communication need, while snail mail was used for messages that did not require urgency.

"I remember simply instructing my secretary to send a mail or a telex or to call some people and it took some time to finish the chore."

Josiah's 22-year-old daughter Tricia, on the other hand, remembers the low-tech world her father inhabited.

"Life before these things (today's technologies) involved a lot of calling up home numbers and sending snail mail. I remember buying stationery as a kid and sending them to my best friends in elementary when their birthdays came up."

"I used to have a written diary," says Tricia but her diary writing habit is replaced today with blogging, which is "so much easier." "You don't have to have photos printed for it because you can always just upload the soft copies."

Things have indeed changed for Josiah and Tricia with the availability today of various hi-tech communications devices that connect people instantly such as Smart Bro, a dongle for Internet access, Wi-fi enabled laptops, and smartphones that connect to the Internet via Smart 3G networks.

Josiah says these new and affordable technologies have greatly helped his career and personal life.

"Technology became time and money saving devices for me. Instead of asking a secretary to call twenty people, I just text them directly in less than two minutes. Instead of using telex and courier services, it is now email and faxes."

For Tricia, today's tech-filled world is uncomplicated, easier learned and adapted to.

Raised in world of gaming consoles, Tricia has adapted to technology like fish into water.

Figuring out how a gadget or gizmo operates is a breeze, requiring no manual to hold into. A press of the button here would take her to folders and apps she needed.

Currently, Tricia maintains a blogsite "www.[illegible].tumblr.com," which has become the leading fashion blog in the Philippines catering to the young generation.

As the fashion blogger who operates the uber chic fashion blogsite, Tricia spends a lot of time online, either through her laptop or Blackberry. "I'm glued to my Blackberry now - consider me a Crackberry. It's amazing because I'm always updated with my email, Twitter, and Facebook and it's very fitting for someone whose work is mostly online."

As if getting online isn't enough, she wants more tech stuff to do to complete her day. "Most of the time I'm fiddling around with something. If I'm not on my Blackberry, I'm on my laptop using the Internet. If I like a game on the PS3 I can survive playing it the whole day."

Now a tech-savvy business executive who heads the country's leading consultancy firm, Josiah is much aware of the technological world around him.

He says technology has already become a need in order for society to function and progress. "I feel I might be missing an important message if I leave my mobile phone in the house."

The mobile phone and the technologies it continues to bring with it have been impacting the lives of people for the better. SMART Communications, a leading communications company, knows this all too well as it has continually made lives extraordinary with its myriad of communications solutions and services that consumers now enjoy.



"Technology became time and money saving devices for me. Instead of asking a secretary to call 20 people, I just text them directly in less than 2 minutes."

Josiah Go, *Chairman of Mansmith and Fielders*

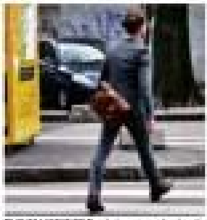


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LIFESTYLE Fashion&Beauty





A schoolbag is the new 'It' bag

Elementary bags now being carried by stylish grown-ups



ONE of Cambridge Satchel Company's two-tone styles

WHEN Julie Deane set up her company in 2008, she thought she made a product to cater to students, but in less than two years, The Cambridge Satchel Company has found a niche in fashion.

A former fellow at Gonville and Caius in Cambridge, Deane was trying to find a bag for her children akin to the ones used in the Harry Potter movies, but when she couldn't find a sturdy style that doesn't cost easily, she found a manufacturer in England, and with her mother Freda Thomas' help, the Cambridge Satchel Company was born.





CAMBRIDGE Satchel Fluo Collection



A schoolbag is the new 'It' bag



ANOTHER two-tone style Cambridge Satchel

Practical bags



THE CAMBRIDGE Satchel is available in various colors.

8 looks—from girly to glamazon





Vanity Basket







New beauty bar for healthy fairness

Award-winning shampoo formula





Casual sneakers redefined



SENTRY Slip-on loafer, Sentry Tassel Loafer and Sneakers for men

Breakthrough ingredient makes insect repellent lotion safer for kids

Picaridin, the safer alternative to DEET

Parents should take care in choosing their family's insect repellent and weigh the advantages and disadvantages of the different choices available today.

Check your current insect repellent and the likely active ingredient is something called N,N-Diethyl-m-toluamide, or DEET for short.

Originally tested as a pesticide for farming, DEET was developed for use by the US Army in jungle warfare. Years later, DEET found its way into civilian homes via market-leading insect repellent lotions.

So far, DEET has been the standard for effectivity. But the search has always been on for an alternative that protects just as well, yet treats skin gently.

Be informed about your insect repellent lotion.

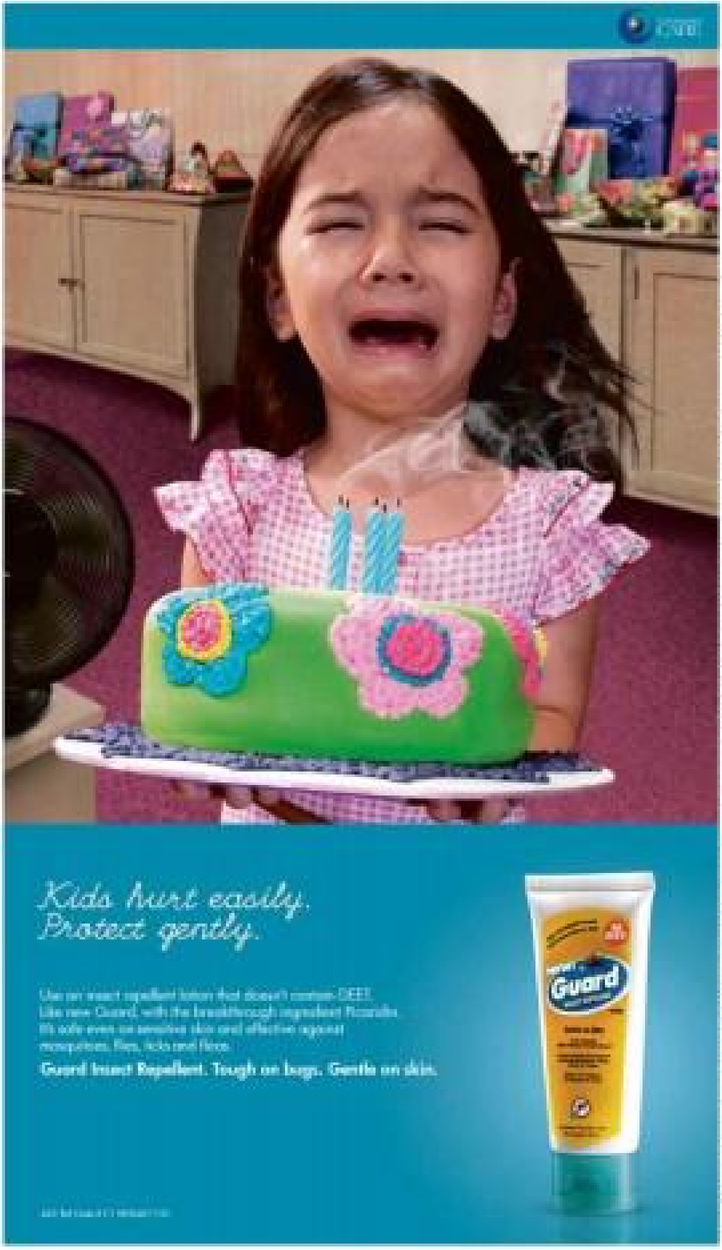
DEET has been held up as the most effective insect repellent around, though this efficacy comes with precautions that most parents are unaware of.

For example, DEET has been known to corrode plastics, rayon, spandex and leather.

If you've ever wondered why your watch strap or sunglasses fade upon contact with your skin, now you know the culprit - it's DEET. Care should also be taken in this chemical brushing against paints or varnishes.

DEET has also been found to cause skin irritation and other diseases. Take the time to search "DEET effects" online and find out more about the insect repellent your family uses.





The approved and recommended alternative

Thankfully, research has allowed scientists to find a gentle and safe alternative to DEET.

Based on a compound found in plant peppers that naturally repels insects, Picaridin is just as effective as DEET, but does not cause skin irritation or act as a solvent.

And because it is less prone to irritate skin, Picaridin has been approved and recommended by the World Health Organization, American publication Consumer Reports, and the Center for Disease Control and Prevention. It is the best-selling insect repellent base in Europe and Australia, and is widely used in the US.

Now, you too can get this effective but gentle protection for your family.

New Guard insect repellent lotion uses breakthrough Picaridin as its active ingredient - so it's Tough on bugs. Gentle on Skin.

Benefits of Picaridin

- Gives long-lasting protection that you can keep on your skin for a longer amount of time
- Repels a broad spectrum of insects as effectively as DEET
- Is colorless, odorless, and feels good on skin
- Is non-toxic and non-irritating
- and is not a solvent to plastics, coatings, or synthetic fabrics

Where to find Picaridin

Finally, the gentle and safe alternative is now available in the Philippines.

Guard insect repellent lotion uses breakthrough Picaridin as its active ingredient.

Guard is gentle on skin and smells powder-fresh while still keeping mosquitoes, flies, ticks, and fleas at bay for four to six hours.

For picky types, Guard is ideal as it's non-greasy and non-sticky. Even the most sensitive ones can enjoy its protection! Guard can be safely applied on children ages 12 months and up.

New Guard insect repellent lotion is available in Puregold, Rustan's, Shopwise, Waltermart, South Supermarket, and other leading supermarkets nationwide.



Travel windfall for credit-card holders

With HSBC's new Platinum Visa and Cathay Pacific card holders can travel more.

HSBC Platinum Visa cardholders can get a free round-trip ticket to Hong Kong with five charge slips of at least P10,000 each. For 10 charge slips of at least P10,000 each, holders will get a free round-trip ticket to Shanghai, Tokyo, Bangkok, Jakarta, Kuala Lumpur, Singapore, Seoul and other Asian cities.

With 15 charge slips of at least P10,000 each, cardholders can also get free round-trip tickets to the US, Canada, Europe, Australia, New Zealand, Africa, and the Middle East.

Meanwhile, five charge slips of at least

TRAVEL E3



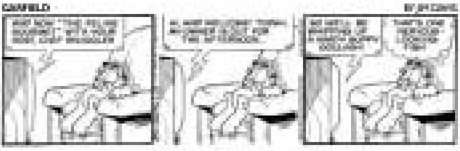




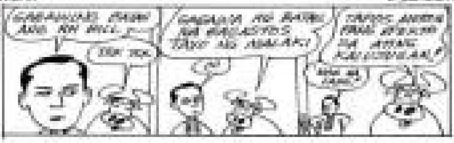
(FROM top) The hustle and bustle of Hong Kong contribute to the city's charm; Hong Kong's efficient subway and train system makes it convenient for the adventurous shopper to head to any retail destination in the island; Cuisine Cuisine at IFC Mall has been recommended by the Michelin Guide for Hong Kong and Macau 2011, and has also received a Dining with Stars award in 2008, making it one of Hong Kong's 30 finest restaurants.



GARFIELD — BY JIM DAVIS



A. LIPIN



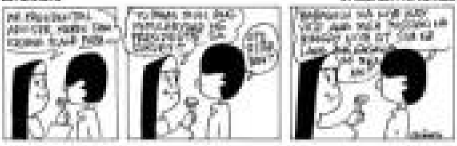
PUGAD BABOY — BY PM JUNIOR



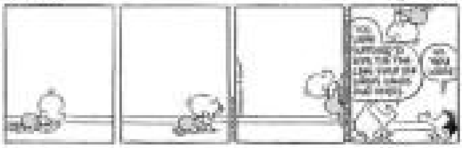
DICK TRACY



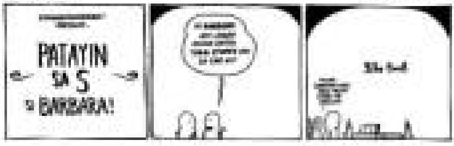
LOVEKNOTS — BY ELIZABETH CHIONGLO



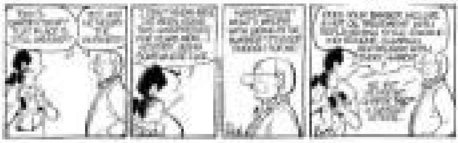
BABY BLUES — BY JERRY SCOTT



KIKO MACHINE — BY MANIX ABRERA



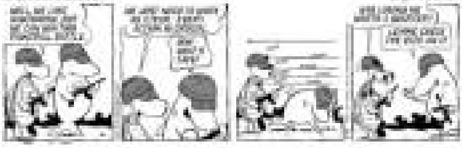
BEN — BY DANIEL SHELTON



MUTTS

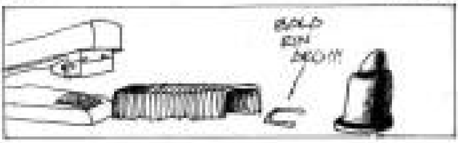


SHERMAN'S LAGOON — BY JIM TOOMEY



DUSTIN — BY STEVE KELLEY AND JEFF PARKER





HOROSCOPE

BY FRANCES DRAKE

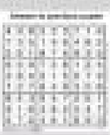
CONCEPTIS SU DOKU

HOW TO PLAY SU DOKU

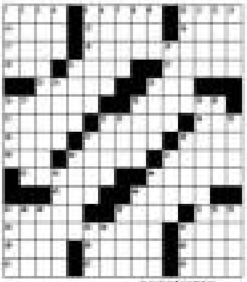
Conceptis Sudoku

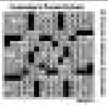
		3				2		
2			1		5			3
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		7				4		
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				3				
6			7		2			9
		4				5		

Difficulty Level ★★★★



CROSSWORD PUZZLE





With this phone, 'you can do without your laptop'

Portable office, WiFi, Lonely Planet–the Nokia E7 'is all about work-and-life balance'



THE KING of smartphones that lets you have a successful day in or out of the office

Entertainment component

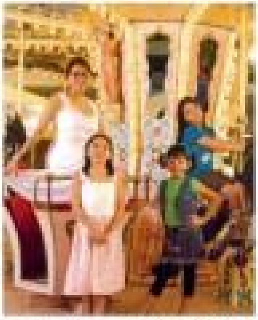
Travel windfall for credit-card holders







Confessions of a shopping mall executive



Shangri-La Plaza EVP and GM Lala Fojas runs the prestigious mall with years' worth of corporate expertise–and a weakness for retail therapy











The lady who shaved

Or how I ended up at my son's barber, getting a female mohawk



LIFESTYLE Fashion & Beauty







HOT SUMMER hair for men and women

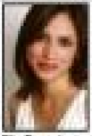
It's all about being sexy–minus the effort



Summer hair

–fluid, voluminous, textured, in warm to cool brown colors

KNOCKOUT!



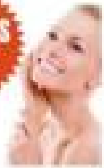
Ria Francisco-Prieto

More tips







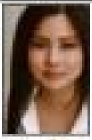


WHAT'S HOT!

Ways to reduce cellulite, tone flabby skin, be beach-ready

From clinic treatments to topical solutions

MAKEOVER 911



Kissy Sakai



Most effective

Wrangler Philippines Stands out from the Crowd

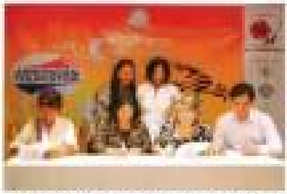












AMERICAN TOURISTER SUPPORTS DRAGON BOAT FEST IN BORA



Summer . . .

From page F1



BIANCA Gonzalez

sun protection. It will shield hair from UVA and UVB rays. It's a must!

4. Blow-dry your hair, then add serum for shine or any light sheen.

What's the hottest treatment this summer?

"At our salon, it's the Thermal Reconstructing Treatment. Its keratin complex therapy add the necessary amino acids to rebuild dull, damaged hair. We also have the Chroma Matrix Color Cream as "in-between" color treatment. It is a very quick color treatment ideal for ladies who have hectic schedules. And, Pureology Shampoo in three ranges, rescue damaged hair especially after color services."

How did you style the model's hair?

Bianca's voluminous do:

a. Shampoo with Pureology Pure Volume shampoo. Condition the ends with Essential Repair for shine.

b. Spray root area with Elevator 360 degrees by Style Master for Revlon Professional. Use mousse on hair shaft to amplify volume.

c. In thick sections, use round brush and dry it to achieve volume. Apply Velcro rollers after each section. Spray with Hairspray No.1 by Style Master.

d. Release rollers for that body and bounce. Spray with Glamorama for dramatic shine.

Jason Molko's

1. Shampoo hair for clean condition.

2. Treat hair with Express Blow-out by Keratin Complex Therapy to add shine and light volume to hair.

3. Rough/blunt dry until hair gets volume. Apply Draft matte clay by Style Masters for hold and definition. Flatten the sides and create movement on the crown area. Lock with Hairspray No.2.

How wearable is it? "The looks I have created are the styles anyone can wear during their party moments this summertime. It's all about being glamorized in a more modern way.

What 3 products should one try?

Instant Repair leave-in conditioner treatment by Pureology.

Draft clay by Style Masters by Revlon Professional.

Colour Max Leave-in conditioning treatment with UV protection.

How does one keep hair healthy?

1. Get a good cut every four to five weeks.

2. Twice-a-month masque treatment.

3. A very healthy diet. Eat in moderation.

4. Seven- to eight-hour sleep.

5. Always consult with your hairdressers.

How often should one get a cut? "It all depends on what you want to achieve. To maintain a shape, you need to see your favorite hairdresser once a month. To achieve volume and movement, four to five weeks is good enough. To have a dramatic change, visit your hairdresser every four months. Change is from something long-ish to something great!"

Alec Gerbardt is the Creative Director of Studio Ax and Creative Learning Director of Ax Training Center. He's been in the industry since 1988.



JASON Molko

Affordable nail spa pampers men, too

ORTIGAS Home Depot, known for home stores, bars, fresh seafood restaurants and other shops that cater to men such as auto detailing shops, gun shops, a firing range and even a poker room, now also hosts Nail Buff Hand and Foot Spa, a nail spa for both men and women.

Located on the second floor of Philip's Chowbok, inside the Ortigas Home Depot Compound, Nail Buff Hand and Foot Spa offers affordable services. The most basic manicure service is at P150, complete with a hand soak, exfoliation, manicure and a massage.

Guests can choose from scents such as grapefruit, pomelo and strawberry for basic manicure and pedicure services. Imported nail polish such as Essie, Orly and Opi come at no extra cost, and guests enjoy a wide range of color choices.

Nail Buff also offers longer and more extensive services such as hand and foot spas to complement the basic manicure and pedicure.

Men now enjoy having their nails cut and cleaned by trained technicians at Nail Buff Hand and Foot Spa. They can give their tired feet a rest with the soothing Peppermint Grove Tea foot spa, or have smoother feet with the Sea Escape foot spa.

There's also ample and free parking for all Ortigas Home Depot guests.

Nail Buff Hand and Foot Spa is located at the second floor of Philip's Chowbok, behind [illegible] near the Ortigas Home Depot Compound. For bookings or inquiries on service and customized spa parties, call [illegible].



NAIL Buff Hand and Foot Spa's most basic manicure service is at P150, complete with a hand soak, exfoliation, manicure and a massage.

Visa Launches 2011 Privileges Program for Platinum Cardholders in the Philippines

Visa Platinum cardholders in the Philippines can now enjoy the finer things in life with the Visa 2011 Premium Access program.

The collection of privileges includes the ability to see amazing sights, listen to wonderful sounds and taste unforgettable food via customized travel itineraries to some of the world's most sought-after destinations.

Iain Jamieson, Country Manager, Philippines and Guam, Visa, said, "From teeing off at some of the world's top golf courses to tropical island getaways, Visa has put together a selection of unique experiences and privileges for Visa Platinum cardholders in the Philippines. Over the years, we have worked hard to understand local cardholders' needs and interests. With its range of highly selective local and overseas offers, the 2011 Visa Premium Access program has been carefully curated to cater to the travel and lifestyle requirements of affluent Filipinos."

Highlights of the Visa 2011 Premium Access program for Philippines cardholders include :

Luxury Accommodation:
Stays At Prestigious Resorts And Villas

- Visa Platinum cardholders can enjoy up to four nights' complimentary accommodation when staying in one of 32 luxury villas from the Private Homes and Villas collection in popular resort destinations including Bali, Lombok, Koh Samui, Sri Lanka and Phuket.
- Visa Platinum cardholders can take-off to their favorite destinations with Hotelclub accommodation deals at more than 50,000 hotels around the world. Visa cardholders can save up to 75 percent off regular hotel room rates when booking online at www.hotelclub.com/visa.

Golf Programs:
Tee-Off At Top Courses

- Visa Platinum cardholders enjoy complimentary green fees at six of the top golf clubs in the Philippines: Cebu Country Club (Cebu), Orchard Golf & Country Club, Cavite, Sta. Elena Golf Club (Manila), Royal Northwoods Golf & Country Club (Manila), Capitol Hills Golf & Country Club (Manila), Fairways and Bluewaters Golf Resort (Boracay).
- Visa Platinum cardholders can also enjoy 30 percent off greens fees at 300 golf courses worldwide , including Pebble Beach Golf Links in California, US, and St Andrews Links in Scotland.

Airport Speed Pass And Shopping: Travel On The Fast Track

- The Airport Speed Pass service is available to all Visa Premium Cardholders at 290 destinations worldwide. Arrival, departure or transit formalities are rendered hassle-free with the help of a personal escort. Travelers also enjoy car rental benefits with Avis and Hertz as well as duty free shopping privileges at airports in Japan, Korea, Bali, Malaysia and Thailand.

Visa Platinum cardholders residing in the Philippines are eligible for the program, details of which can be accessed at www.visaplatinum.com.

LIFESTYLE *Fashion&Beauty*



It's men's 'nail polish'—just rougher around the edges

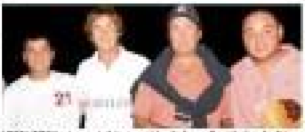
ManGlaze founder Marc Paez calls it a cool form of expression 'that doesn't hurt as much as tattoos or piercings'

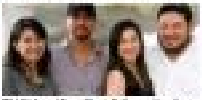
MANGLAZE IS not nail polish—that's the first thing you should know.



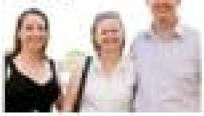












Polo-set socialites want a bite of Nacho



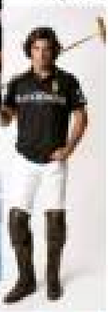
WITHOUT BATTING AN EYELASH

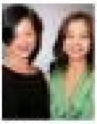
Maurice Arcache





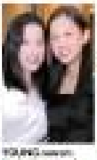


















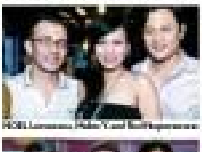




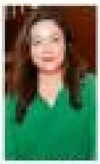
Great party

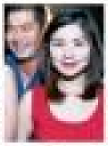






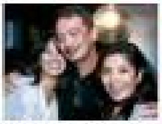
Marc Jacobs' new look

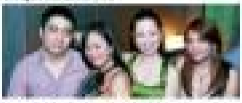




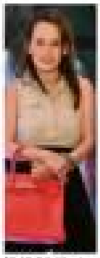










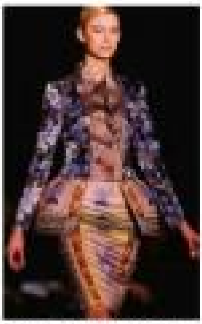






London fashion goes pop and groovy

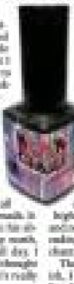
Color-sure digital prints, 3D embellishments, egg-shaped silhouettes





It's men's 'nail polish'—just rougher around the edges





The new shopping capital of the South.











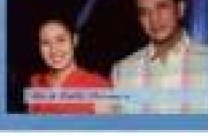












ENTERTAINMENT
Living Stars



Certified globetrotter

Fil-Norwegian Markki Stroem brings home trolls, stamps, icons from abroad


"GLEE" shirt was given by his fans.

By Bayani San Diego Jr.
Photos by Richard Reyes

ANTIPOLO CITY—Norwegian-Filipino singer-actor Markki Stroem is a certified globetrotter.

Before becoming a finalist on ABS-CBN's "Pilipinas Got Talent" last year, Markki graduated from the Glion Institute of Higher Education in Switzerland, with a degree in Hotel and Restaurant and Marketing Management in 2009. (That's why he's a whiz in the kitchen and can whip up pastries like a pro.)

At age 16, he traveled to Europe and volunteered as a tour guide at the Belem Tower in Portugal.

"It was summer break. It wasn't really a job, I was just a volunteer," he recalled. "I did it for my aunt who recommended me because I speak German, Norwegian, Spanish and English."

(While in college, he picked up yet another language, French. "I lived in the French-speaking part of Switzerland.")

Most of the souvenirs displayed in his bedroom are from Europe and Asia.

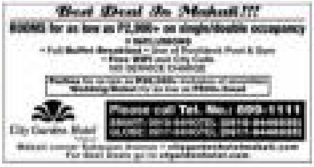
In Belem, he got a Virgin Mary figure. While in Prague, Czech Republic, he got another Virgin Mary icon.

As a triathlete in

CERTIFIED *B*


HE RELAXES in his bed where his numerous medals are displayed.

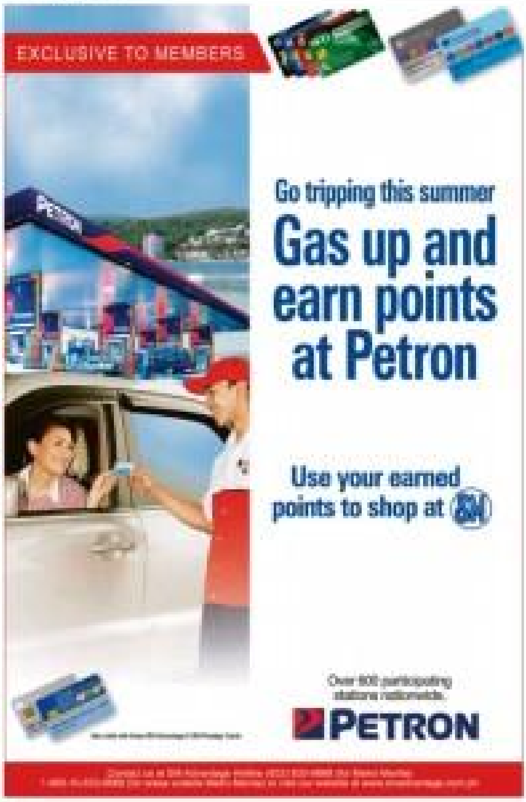
OUT OF THE CLOSET









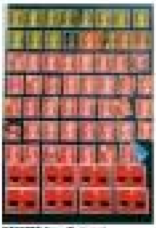




VIRGIN Mary figure from Europe; colorful characters from Asia

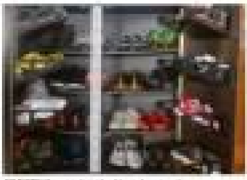


SOME of his sports and school trophies

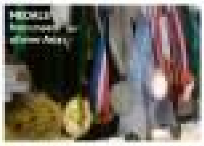




Certified...

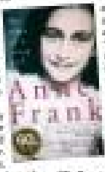


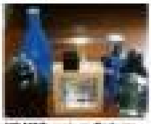


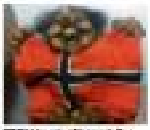




FEDORA is a gift from a friend.













TOY cars from Germany



HE [illegible] with self-help books like Tony Buzan's "Use Your Memory."

Certified...

From page H1

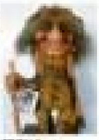
The stuffed toys in his bedroom are gifts from fans, [illegible] who also gave him two bottles of Calvin Klein perfume.

He also studies on books, particularly on marketing and psychology. "My dissertation was on [illegible] in advertising," he said.

An important book on his shelf is "The Diary of Anne Frank." He first read it at age 14, he related. "When I visited Amsterdam in 2005, I went to the Anne Frank Museum."

He bought the book for brother [illegible], but decided to review it before giving it to him. He is awed by Anne's "personal journey" and finds her story inspiring. "She was quite candid," he said. "For someone so young, she was able to express herself quite well."

[illegible] poems and "collect emotions, too," he said.



TROLL from grandparents.



[illegible] print ad



HE COMPOSES songs on a keyboard.

Being open to different feelings helps him in his music, he explained.

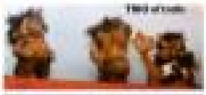
After appearing in the successful run of the Atlantis stage production "[illegible]" (reprise set for October), he plans to release his solo album with [illegible] Records soon.

Two of his compositions will be included in the seven-track CD. He does his songwriting in his room, on a keyboard given by his dad.

"My sound is Josh Groban meets John Legend. It's pop classic with a modern twist," he said.

E-mail: [illegible]@hotmail.com



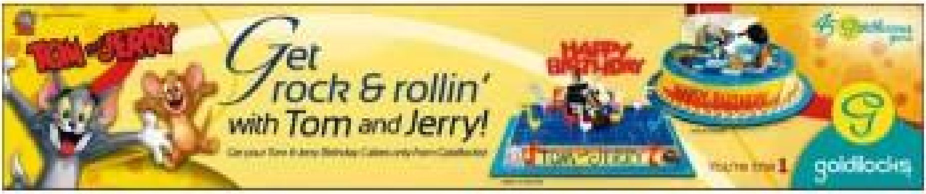


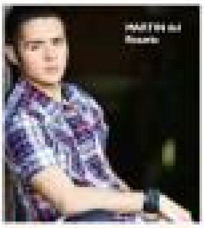


SHELF is crammed with all sorts of books — including the Hardy Boys series.



ENTERTAINMENT





MARTIN del Rosario

'Shooting' for bigger targets

By Bayani San Diego Jr.





Fil-Am event auctions Julia Roberts' wedding tiara replica



ONLY IN HOLLYWOOD
Ruben V. Nepales

'Yes, yes, yes'



Milestones



GISELLE Töngi

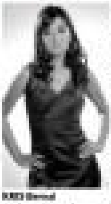
Pirates, tsunami in crime series



CAST of "Hawaii Five-O"

'Seven Last Words'

'Moms' on Kris



KRIS Bernal

Lucrative online business

New...

From page

Why push a cover tune for Charice, who had already cracked the US Billboard chart last year with her single "Pyramid," originally written by a Swedish production team?

Maybe it's because "Pyramid" peaked only at No. 56 on the Billboard Hot 100.

Charice's handlers (including Foster) are apparently banking on Mars' current popularity and production while expansion, thus their decision to have Charice record "Before It Explodes."

Hotdog reunion gig

Hotdog, regarded as a pioneer of the 1970s-era Manila Sound, is reuniting with its original members for a one-night gig on May 15 at the grand ballroom of Dusit Thani Hotel in Makati.

But Ella del Rosario, the band's original lead vocalist on its very first single, is not on the list. A few months ago she was here for a two-night concert which was cancelled at the last minute.

Mon Torralba, original Hotdog guitarist, is not playing as well.

Even so, Gina Montes, another Hotdog vocalist (she sang on "Bongbong," among others) is on board, plus of course Maso Diez (who's still active fronting another band), and other female members which we honestly couldn't remember having been onstage with the band.

Bloomfields album launch

The Bloomfields launches its new album, "Hit the Ground Running," tomorrow, 4 p.m., at the Atrium of The Block, SM North Edsa, Quezon City. The hype is that the new CD was mastered at the legendary Abbey Road studios in London, England.



New Charice single not all that new







SUMMER'S REFRESHING MUSIC CONCOCTION BY THE COUNTRY'S NEXT MIX MASTERS



ISUZU

On The Right Truck To A Better Future

TRUCK ATTACK

Second is never best

Why brand-new Isuzu trucks perform better in the long run than second-hand vehicles

By Jason K. Ang

A big part of any business' success rests on its transportation capability. The final link from factory to customer, a company's truck must be as dependable as the rest of its machinery and assets. Isuzu argues strongly that brand new trucks are the best option for any business that seeks dependable and reliable transport.

In this country, a common choice is to buy second-hand trucks imported used from other countries. These may come with not a few problems, mostly having to do with mechanical reliability. Having done many thousands of kilometers in unknown road conditions, these trucks are already past their prime.

Purchasing a brand new truck helps to guarantee quality and reliability. These cannot be underestimated when consumers choose a supplier.

Isuzu highlights the following advantages of going brand new, versus second-hand: higher resale value, easier financing terms, better performance, easier maintenance, presence of a warranty, fuel efficiency, and emissions.

It is already a given that banks will only finance brand-new vehicles, as only these can provide the assurance that their client is acquiring an asset that can be properly assessed. It is very difficult to assess the value of a used vehicle that has already been classified as junk in its country of origin.

One thing to consider also is that brand new trucks can offer better fuel efficiency since their engines and drivetrains are in optimum condition. The effect of this should not be underestimated, when we experience fuel price increases with alarming regularity.

Also to consider is the emissions standards of one's vehicles. Government regulations, on road checkpoints, and even customer requirements are all tightening the requirement for trucks to limit their exhaust pollutants. With Isuzu's Euro 2 compliant engines across its product line, customers can feel more confident about conforming to regulations, as well as taking comfort in the knowledge that they are being less harmful to the environment.

When buying any vehicle, a prime consideration must be the safety of one's employees, customers, and loved ones—not to mention the public with whom we share the roads. This is particularly true for commercial vehicles, which transport more passengers and carry more cargo. Buying a new truck or bus assures one that a vehicle meets all relevant safety standards, and carries new active and passive safety systems. Compare that to purchasing used trucks, which carry no assurance at all when it comes to safety. Add to that the risk of buying a truck or bus that has been converted from right to left-hand drive, a process which can never be done without some compromise. There have been countless cases of trucks and buses which have been involved in accidents due to faulty conversion or malfunctioning safety systems. This is one area where consumers cannot compromise safety.



Keep on trucking

Isuzu Showcases its Commercial Vehicle Expertise at a truck show at the World Trade Center

By Jason K. Ang

Isuzu is a brand that is known to be synonymous with dependable and economical commercial transport. From ferrying passengers to the most challenging cargo, the Japanese brand has a vehicle that is most appropriate for that application.

To highlight this special capability, Isuzu Philippines Corporation (IPC) is organizing a truck show on April 16 to 17 at Hall A of the World Trade Center in Metro Manila. The event's theme is Isuzu: On the Right Track To a Better Future. It will be an occasion to display the brand's commercial vehicle line-up, including special purpose vehicles in different body applications.

The display will be comprised of Isuzu's entire fleet of commercial vehicles, encompassing 23 units and two Powertrain engines, in various truck body applications. Fleet buyers can take advantage of the wide-ranging display during the truck show. Isuzu will highlight the advantages of buying brand-new Isuzu trucks over second-hand vehicles.

Isuzu has been a partner of many industrials and businesses over the years, and has contributed to the country's economic development through corporate initiatives, as well as by providing reliable vehicles for many customers. Isuzu seeks to foster a strong alliance among its customers and suppliers, including its body builders, and other business sectors.

ISUZU

2002

CONSUMER'S UNION OF THE PHIL.
Most Outstanding Manufacturing for AUV
ISUZU CROSSWIND

2003

CONSUMER'S UNION OF THE PHIL.
Most Outstanding Manufacturing for AUV
– ISUZU CROSSWIND

CONSUMER'S UNION OF THE PHIL.
Most Outstanding Manufacturing for Light Trucks
– Isuzu [illegible]

2004

JD POWER ASIA PACIFIC 2004
INITIAL QUALITY STUDY
Best Level IQS Entry Level SUV
ISUZU CROSSWIND

2005

AUTOFOCUS PEOPLE'S CHOICE
Best AUV
ISUZU CROSSWIND

AUTOFOCUS PEOPLE'S CHOICE
Best Pick-up
ISUZU D-MAX

NATIONAL PRODUCT QUALITY EXCELLENCE AWARDS
Best SUV
ISUZU ALTERRA

2006

AUTOFOCUS PEOPLE'S CHOICE
Best AUV
ISUZU CROSSWIND

AUTOFOCUS PEOPLE'S CHOICE
2006 AUTOMOBILE OF THE YEAR
ISUZU CROSSWIND

CONSUMER'S UNION OF THE PHIL.
Most Outstanding Manufacturing for AUV
ISUZU CROSSWIND

AUTOFOCUS PEOPLE'S CHOICE
Best Pick-Up
ISUZU D-MAX

CONSUMER'S UNION OF THE PHIL.
Most Outstanding Manufacturing for Light Trucks
ISUZU D-MAX

AUTOFOCUS PEOPLE'S CHOICE
Best Large SUV
ISUZU ALTERRA

2007

AUTOFOCUS PEOPLE'S CHOICE
Runner-up AUV of the Year
ISUZU CROSSWIND

AUTOFOCUS PEOPLE'S CHOICE
Best Pick-Up
ISUZU D-MAX

AUTOFOCUS PEOPLE'S CHOICE
Best Large SUV
ISUZU ALTERRA

2008

AUTOFOCUS PEOPLE'S CHOICE
Best AUV
ISUZU CROSSWIND

CONSUMER'S UNION OF THE PHIL.
HALL OF FAMER
ISUZU CROSSWIND

CONSUMER'S UNION OF THE PHIL.
Most Outstanding Manufacturing for AUV
ISUZU CROSSWIND

AUTOFOCUS PEOPLE'S CHOICE
RUNNER-UP FOR 2008 PICKUP CATEGORY
ISUZU D-MAX

AUTOFOCUS PEOPLE'S CHOICE
RUNNER UP FOR 2008 LARGE SUV CATEGORY
ISUZU ALTERRA

AUTOFOCUS PEOPLE'S CHOICE
SPECIAL AWARD BEST ON BOARD ENTERTAINMENT SET-UP
ISUZU ALTERRA

JD POWER ASIA PACIFIC HIGHEST RANKING IN 2008 VEHICLE SALES SATISFACTION STUDY
ISUZU PHILS. CORPORATION

2009

AUTOFOCUS PEOPLE'S CHOICE
BEST AUV
Isuzu Crosswind

AUTOFOCUS PEOPLE'S CHOICE
RUNNER UP FOR 2009 LARGE SUV CATEGORY
ISUZU ALTERRA

AUTOFOCUS PEOPLE'S CHOICE
SPECIAL AWARD BEST ON BOARD ENTERTAINMENT SET-UP
ISUZU ALTERRA

2010

AUTOFOCUS PEOPLE'S CHOICE
BEST AUV
Isuzu Crosswind

AUTOFOCUS PEOPLE'S CHOICE
SPECIAL AWARD BEST ON BOARD ENTERTAINMENT SET-UP
ISUZU ALTERRA





Crosswind XL

The Crosswind XL is equipped with 4JA1-L Turbo Direct Engine and is Euro 2 Compliant. It can carry nine (9) passengers and has dual air-conditioning.



Crosswind XL Sportivo

The Crosswind XL Download has 4JA1-L Turbo Direct Injection engine and also Euro 2 Compliant. It can accommodate five (5) passengers. You have option to install third row seat and/or dual air-conditioning.



D-MAX 4x2 LT

The D-Max 4x2 LT is outfitted with manual transmission, 4JA1-L Turbo Direct Injection engine and is Euro 2 Compliant. Its Gross Vehicle Weight (GVW) is 2,830 kgs. Tire and Wheel is 215/70 R15.



D-MAX 4x4 LT

The D-Max 4x4 LT is equipped with 4JJ1-TC (TCI) Direct Injection Diesel w/ Turbo Intercooler. Its Gross Vehicle Weight (GVW) is 2,750 kgs., works on manual transmission. Tire and Wheel is 225/75 R16.



D-MAX Single Cab

The D-Max Single Cab has 4JA1-L Turbo Direct Injection engine and is Euro 2 Compliant. Its Gross Vehicle Weight (GVW) is 2,930 kgs., works on manual transmission. For the body, you have option to convert it to an IPV (can seat 11 passengers) and/or dual air-conditioning.



NHR MB 80A

NHR MB 80A is outfitted with a 4JB1-TC 2.8 Liter engine and is Euro 2 Compliant. Its Gross Vehicle Weight (GVW) is 3,800 kgs.

Body Options: I-van Standard (15 seater), I-van School Bus (15 seater), I-van Ambulance/Emergency Response Vehicle



NKR FT 80A

NKR FT 80A is equipped with a 4JB1-TC 2.8 Liter engine and is Euro 2 Compliant. Its Gross Vehicle Weight (GVW) is 3,800 kgs.

Body Options: Flexi Truck (21 passengers) dual air-conditioning



NKR 55 Cab and Chassis

NKR 55 Cab and Chassis has a 4JB1-TC 2.8 Liter engine and is Euro 2 Compliant. Its Gross Vehicle Weight (GVW) is 3,800 kgs.

Body Options: Refrigerated Van, Cargo Van, Passenger Van



NKR 71 Cab and Chassis

NKR 71 Cab and Chassis has 4HG1-T 4.6 Liter engine and is Euro 2 Compliant. Its Gross Vehicle Weight (GVW) is 4,500 kgs.

Body Options: Aluminum Van with Tail Lift



NPR 71 Cab and Chassis

NPR 71 Cab and Chassis has 4HG1-T 4.6 Liter engine and is Euro 2 Compliant. Its Gross Vehicle Weight (GVW) is 6,500 kgs.

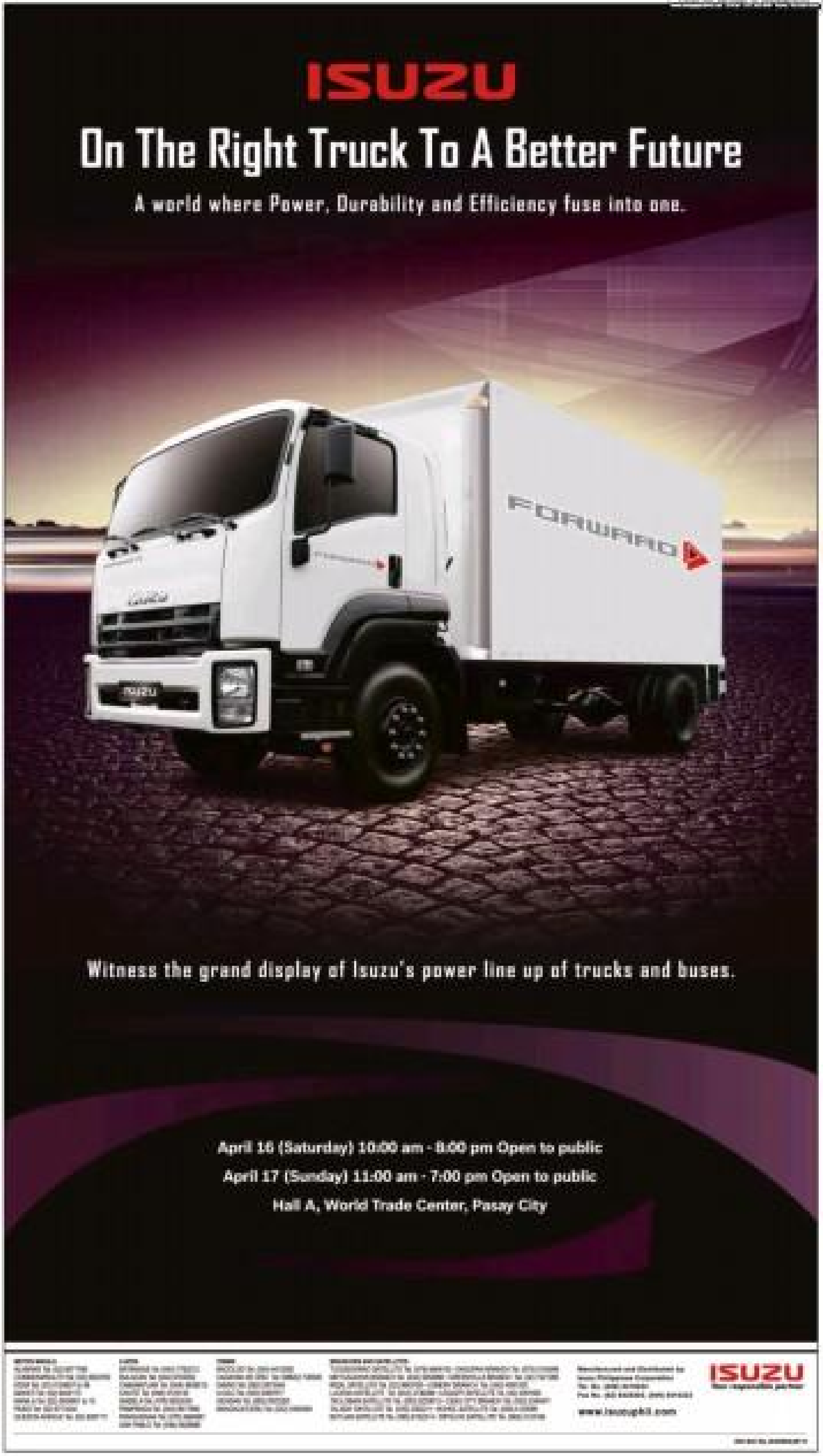
Body Options: Drop side with Crane



NQR 71 Cab and Chassis

NQR 71 Cab and Chassis is equipped with 4HG1-T 4.6 Liter engine and is Euro 2 Compliant. Its Gross Vehicle Weight (GVW) is 8,500 kgs.

Body Options: Cargo Van, Fire Truck, Mini Bus


ISUZU
On The Right Truck To A Better Future
A world where Power, Durability and Efficiency fuse into one.
FORWARD
Witness the grand display of Isuzu's power line up of trucks and buses.
April 16 (Saturday) 10:00 am - 8:00 pm Open to public
April 17 (Sunday) 11:00 am - 7:00 pm Open to public
Hall A, World Trade Center, Pasay City
ISUZU

Long journey to become responsible partner


NKR 55 Cab and Chassis


NPR 71 Cab and Chassis


NQR 71 Cab and Chassis

The passion for manufacturing quality vehicles is what defines Isuzu as a brand. It is, in many ways, a part of people's lives and provides automobiles across different social classes. Isuzu has something for everyone whether a start-up entrepreneur or an already established businessman.

When Isuzu Philippines Corp. was established in 1995, the people behind wanted the company to be part of nation-building by manufacturing quality products to assist people in their life and lifestyle.

Companies with impressive track records like Ayala Corp., Mitsubishi Corp., and Rizal Commercial Banking Corp. collaborated with Isuzu Motors Limited to form what is now Isuzu Philippines Corp. (IPC). Sixteen years later, the company is one of the major players in vehicle manufacturing with its diverse products providing different markets.


Isuzu Philippines Corporation (IPC) president (L) Mr. Ryuji Tomonaki and SVP Mr. Yoki Kato (R) led IPC officials and staff, sweeping journalists, and members of the UP Los Baños Community in planting new trees at the Makiling Botanical Garden.

But more than building and selling automobiles, Isuzu has been strongly identified with worthwhile projects that involve the environment. Believing that giving back to the community where it does business with will bring more positive response to consumers not only in terms of sales but trust in the brand, it started to celebrate its anniversary with projects that has a strong bearing in the environment thus the slogan "Isuzu Para Sa Kalikasan (Isuzu for the Environment)." In 2002, Isuzu organized an environment-themed show for the children of Biñan, Laguna, where children were taught of how important it is to take care of the only planet humans have.

In 2003, the company donated a river garbage trap to Santa Rosa, Laguna, and 10,000 tilapia fingerlings to populate Laguna Lake. In 2004, Isuzu donated a two-classroom building to Biñan National High School. In 2005, Isuzu was instrumental in creating a man-made forest strip in Atimonan, Quezon, by donating 10,000 narra seedlings. In 2006, Isuzu planted mangroves in a five-hectare area in the Hundred Islands of Pangasinan, while also donating environmental signs and planting 500 flowering trees along the National Highway entering the town of Alaminos.

In 2007, the company launched a nationwide park conservation program by donating African tulips and flowering plants, vicinity maps with messages, and waste receptacles to Rizal Park. In 2008, it launched the "Save the La Mesa Watershed Project" and in 2009, it gave 3,000 seedlings and environmental signboards to Calauag, Quezon.

Last year, to mark IPC's 15 anniversary, the company launched the "Adopt-a-Forest Project in Mt. Makiling" in the province where their manufacturing plant is located. More than planting 500 trees, Isuzu is bent on maintaining those adopted lands to make sure that the project will not wither. The company will be looking after 10 hectares of forest for three years and will build a 1.5 kilometer walkway inside the Makiling Botanical Garden.

This passion in environmental protection is easily translated to how Isuzu is also passionate about manufacturing and selling quality trucks and passenger vehicles that outlast other brands. IPC is popularly known in creating commercial and diesel-powered vehicles among other products.

Be it in manufacturing vehicles or saving the environment, Isuzu Philippines Corp. chooses to leave a big impact on consumers and the population. Its steps are calculated because it only wants to give the best and be known to only have the best in mind.

[illegible]



FVR 34 Cab and Chassis

FVR 34 10-Wheeler's engine is 6HK1-TCN, 7.8 Liter. It is also Euro 2 Compliant. Its Gross Vehicle Weight (GVW) is 21,000 kgs.

Body Options: Cargo Truck, Fuel Tanker, Bottle Carrier



FVR 34 Cab and Chassis

FVR 34 Cab and Chassis has a 6HK1-TCN, 7.8 Liter engine. It is also Euro 2 Compliant. Its Gross Vehicle Weight (GVW) is 15,000 kgs.

Body Options: Dump Truck, City Bus, Garbage Compactor



FVR 34 Cab and Chassis

FVR 34 Cab and Chassis has a 6HK1-TCN, 7.8 Liter engine. It is also Euro 2 Compliant. Its Gross Vehicle Weight (GVW) is 15,000 kgs.

Body Options: Dump Truck, City Bus, Garbage Compactor



FSR 34 Cab and Chassis

FSR 34 Cab and Chassis has a 6HK1-TCN, 7.8 Liter engine. It is also Euro 2 Compliant. Its Gross Vehicle Weight (GVW) is 15,000 kgs.

Body Options: Fire/Rescue Truck with Mobile Clinic



LT 132 Bus Chassis

LT 132 Bus Chassis engine is 6HH1-N, 8.2 Liter and is Euro 2 Compliant. Its Gross Vehicle Weight (GVW) is 13,500 kgs.

Body Options: Bus



GVR 34 Cab and Chassis

GVR 34 is equipped with 6HK1-TCN, 7.8 Liter engine. It is also Euro 2 Compliant. Its Gross Vehicle Weight (GVW) is 17,000 kgs.

Body Options: Trailer, Fuel Tanker, Bottle Carrier

Summer STOPS




ZOOBIC'S main attraction: White Tiger named 'Milky' (left); getting up close and personal with the big cat inside the Tiger Safari area (right).

A night Safari to remember

Popular summer destination Zoobic Safari in Subic Bay Freefort Zone now offers a guided night safari adventure

By Raquel P. Gomez

FOR THE extreme adventurists, the thrill of being surrounded by fierce animals at night must be the height of adventure as quite a number of animals are nocturnal creatures, which means they're more active, agile and creepy.

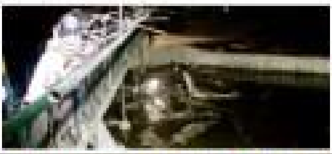
Witnessing the tiger, cougar, bear cat, snake and even the owl in their most active state under the dome of night sky and listening to the sounds animals make during the dark hours would definitely heighten one's senses and bring out the excitement in you.

To provide this one-of-a-kind thrill, Subic Bay Freeport's popular safari destination Zoobic Safari has begun offering of all night safari adventure.

The tour-guided Zoobic night safari begins at 7 p.m. and available only every Saturday of April including Holy Week.

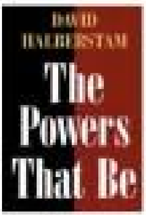
Highlights of the night safari include a walk through a park lighted with torches. Here, participants would see the single hump camel, differ...

SAFARI/A2


Staycation reading list







[illegible]

1. On Acting by Sir Laurence Olivier

[illegible]

2. Einstein's Wife: Work and Marriage in the Lives of Five Great Twentieth-Century Women by Andrea Gabor

[illegible]

3. The Powers That Be by David Halberstam

[illegible]

4. Milosevic: A Biography by Adam Lebor

[illegible]

5. The Decline and Fall of the House of Windsor by Donald Spoto

[illegible]

6. Work Would be Great If It Weren't for the People by Ronna Lichtenberg

[illegible]

Batanes-like view from Cape Engaño Lighthouse

This landmark off Palaui Island in Cagayan has a bird's eye view like no other

[illegible]



A night Safari to remember

From page K1

[illegible]

Your Puerto Princesa holiday, your way

[illegible]



[illegible]



HOME IMPROVEMENT ALL UNDER ONE ROOF

The Home Depot: The Building and Construction Haven









Car of the year

Foton Wins Best Pick Up & Best Van of the Year





Coco Cabaña takes fashion to the Max at SM



Fashion is having a blast from summers past as maxi dresses make sweeping statements at SM.

It has been said that one of the earliest appearances of the Maxi Dress was in 1968, when the New York Times highlighted a cotton lane version by Oscar de la Renta that he created for the Elizabeth Arden salon. Other designers like YSL, Dior, Cardin, Biba, and Halston would soon include long dresses in their collections, and this peaked in the 1970s along with caftan and boho styles.

And with style icons Blake Lively and Nicole Richie leading the way, SM's exclusive resort label coco cabaña is taking the long view of fashion with the return of the maxi dress.

Channel your inner flower child with flowing and feminine maxi dresses perfect for hot summer days and sultry summer nights. Head for the beach, stroll along the coast, play it cool in the club scene, and sweep the city streets in style in dreamy coco cabaña maxi dresses. These come in the dazzling colors stamped with pretty pleasant prints – oriental blooms, ditsy country florals, exotic ethnic prints, and bright stripes.

Take fashion to the max with coco cabaña's maxi dress collection beautifully photographed at the Kabayan Beach Resort in Laiya, San Juan, Batangas. The collection is available at the Ladies Wear Department of the SM Department Store.

SUMMER COCO. [illegible]











BRIGHT STRIPES. [illegible]

COUNTRY ROMANCE. [illegible]

A SWEEPING STATEMENT. [illegible]

BOHO CHIC. [illegible]

AFTERNOON DELIGHT. [illegible]



PROFESSIONAL SERVICES

GENERAL ITEMS FOR SALE

REAL ESTATE FOR SALE

PUBLIC NOTICES

REAL ESTATE FOR RENT

LEGAL NOTICE

TRANSPORTATION FOR RENT

TRANSPORTATION FOR SALE

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unicef

unite for children

SHORT-TERM CONSULTANCY FOR THE HIV/AIDS PROGRAM

- HIV and STI Prevention with and for Children, Young People and Pregnant Women

Republic of the Philippines
TUP Taguig Campus
Km. 14 East Service Road, Western Bicutan, Taguig City

VACANT POSITIONS

(1) Computer Programmer
(1) Admin. Aide
(1) Admin. Aide

- Must be computer literate and with Civil Service eligibility

(Sgd.) DR. JOHN N. CALAHIONG
Campus Director

Republic of the Philippines
PROVINCE OF BUKIDNON

OFFICE OF THE PROVINCIAL GOVERNOR

INVITATION TO BID

JOB MARKET

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Republic of the Philippines
Department of Labor and Employment
National Wages and Productivity Commission
REGIONAL TRIPARTITE WAGES AND PRODUCTIVITY BOARD
NATIONAL CAPITAL REGION

NOTICE OF PUBLIC HEARING

Notice is hereby given that a public hearing on the matter of minimum wage adjustment in the National Capital Region is hereby set by the Regional Tripartite Wages and Productivity Board – National Capital Region (RTWPB-NCR) on 02 May 2011, 1:00 p.m. at Seminar Rooms A & B, Philippine Trade Training Center (PTTC), 2nd Floor PTTC Building, Sen. Gil Puyat cor. Roxas Boulevard, Pasay City.

All interested parties who may wish to present their position/opposition on the matter are enjoined to attend the public hearing and may file their position papers with the Board on or before the schedule date of hearing at the RTWPB-NCR Secretariat 2nd Floor, DY International Building, cor. Gen. Malvar and San Marcelino Streets, Malate, Manila or send through telefax number 527-51-55 or email address: **wage_ncr@yahoo.com.ph**

(Sgd.) **RAYMUNDO G. AGRAVANTE**
Regional Board Chairperson



GANO i TOUCH Pinoy held a Planning and Awarding Ceremony for its Service Leaders (mobile product outlets) for Metro Manila chapter members.

Republic of the Philippines
DEPARTMENT OF LABOR AND EMPLOYMENT
Regional Office No. IV-A

April 15, 2011

NOTICE OF FILING OF APPLICATION FOR ALIEN EMPLOYMENT PERMIT (AEP)

[illegible]

ATTY. RICARDO S. MARTINEZ, SR., CESO III
Regional Director

Republic of the Philippines
DEPARTMENT OF HEALTH
Center for Health Development, Central Visayas
Osmeña Blvd., Cebu City
BIDS and AWARDS COMMITTEE

INVITATION TO BID

The DEPARTMENT OF HEALTH – CENTER FOR HEALTH DEVELOPMENT, CENTRAL VISAYAS [illegible]

[illegible]

(Sgd.) ENGR. MIGUEL T. GERSON, LL.B.
BAC Chairman

Republic of the Philippines
DEPARTMENT OF HEALTH
Center for Health Development, Central Visayas
Osmeña Blvd., Cebu City
BIDS and AWARDS COMMITTEE

INVITATION TO BID

The DEPARTMENT OF HEALTH – CENTER FOR HEALTH DEVELOPMENT, CENTRAL VISAYAS [illegible]

[illegible]

(Sgd.) ENGR. MIGUEL T. GERSON, LL.B.
BAC Chairman

Philippine Amusement & Gaming Corporation

INVITATION TO BID [illegible]

[illegible]

Republic of the Philippines
PROVINCE OF [illegible]
Bids and Awards Committee

INVITATION TO BID

[illegible]

BATANGAS II ELECTRIC COOPERATIVE INC.
Antipolo del Norte, Lipa City

INVITATION TO BID

WHAT	:	Bidding for the Supply and Delivery of Safety Personal Protective Equipments
		IFB 2011-007
WHEN	:	April 18, 2011 (Pre-Bidding Conference) 2:00 P.M. (SHARP)
WHERE	:	BATELEC II Main Office Basement Antipolo del Norte, Lipa City
Cost of Bid Documents	:	Php 3,000.00

For inquiries, Prospective Bidders may call PBAC Secretary [illegible] at (043) 756-[illegible] local 158.

(Sgd.) [illegible]
Procurement, Bids and Awards Committee Chairperson



OBITUARIES

"Papa, you will forever be in our hearts."



ATTY. QUINTIN CONTI MENDOZA

(Retired Labor Arbiter, NLRC)

Peacefully joined his beloved [illegible] in the Grace of the Lord on April 11, 2011 at the age of 82.

Member: Integrated Bar of the Phils; National Association of Labor Arbiters Inc.
Member: Knights of Columbus; Advocates [illegible] Filipino
Author: Books on Labor Laws
Faculty: Manuel L. Quezon University;
Central Colleges of the Philippines; Lyceum Philippines University

Papa, a loving husband, [illegible] father & father-in-law, and a [illegible] grandfather & great grandfather, [illegible]

His remains lie in state at the family residence at [illegible] Quezon City.

Interment will be on the 16th day of April, 2011 at the Manila Memorial Park, [illegible] Quezon City.

"The souls of the just are in the hands of God." – Wisdom 3:1



"Now I am about to go the way of all the earth. You know with all your heart and soul that not one of all the good promises the LORD your God gave you has failed. Every promise has been fulfilled; not one has failed."
– Joshua 23:14

National Power Corporation

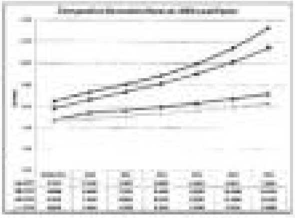
INVITATION TO BID

Republic of the Philippines

ENERGY REGULATORY COMMISSION

San Miguel Avenue, Pasig City

NOTICE OF PUBLIC HEARING



UnionBank's unit investment trust fund launched



Smart Bro Great Gadget FunFest goes on nationwide tour

COCA-COLA SPONSORS US EMBASSY ROAD SHOW



SOMMEO MEDIA LAUNCH



SO EASY LIFE CAMP'S COLON CLEANSE SEMINAR



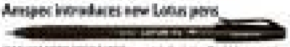
Yamaha Commercial Audio supports NTC's mandate to full HDTV broadcast for the Philippines by 2015

Le Bistro Café and the story of good coffee

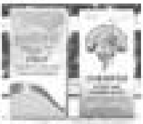


Product Files

Amspec introduces new Lotus pens



My growing partners



Have a seafood summer at Texas Roadhouse Grill



Biz Clips

Global Music Effort launches "Songs for Japan"

The kind of high you've been waiting for

Ultralipo at The Zen Institute

Chili's Greenhills and Tomas Morato will be open on Maundy Thursday and Good Friday

Inner power, inner peace